

C. L. Lewis 2/14/41
Record Book



\$19.95*

3-WAY CIRCUIT

in the new Camera-type Portable CT-59. Operates on AC, DC or batteries. Customers plug in—save batteries. On-off switch on side of case serves as both safety-slide switch and door catch, preventing accidental battery drainage.

5 tubes. Extreme sensitivity and selectivity. Amazingly good tone. The case is made of non-breakable beige plastic. Leatherette trim in lighter beige. It's a beauty! All your customers will want this new kind of radio.

THEY'RE HERE!

The first of the great new
FARNSWORTH LINE

• Two Sensational New Value-Leaders

Farnsworth has set the pace with merchandise the public sees, wants, buys! Just look at these pictures of the brand-new Farnsworth Camera-type Portable and Farnsworth Luggage-type Portable. Note their smart, advanced design . . . with "sellability" in every line. Check the amazing list of features that gives them a brilliance in performance and appearance you *never dreamed possible in a portable*.

• Forerunners of Big Things Yet to Come

You know radios. That's your *business*! We'll bet the outstanding features . . . the eye-appeal, the buy-appeal of these two new sets . . . whet your appetite for further Farnsworth developments. See your distributor for the new Farnsworth profit story.

• The Profit-Picture Looks Good

In the past, the Farnsworth Line has demonstrated that it puts generous profits in the *dealer's* pocket. The *new* Farnsworth Line will continue this Farnsworth *success policy*. See the new models at your Farnsworth distributor's *today*. Get the money-making facts. Or wire, phone or write to **FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA**.

*PRICES F. O. B. FACTORY, SUBJECT TO CHANGE WITHOUT NOTICE



IT'S GOT "BUY ME" INSIDE AND OUT

This brand-new Tapered Model Portable CT-60. Styled to look like expensive luggage . . . in rich, walnut-toned, durable leatherette. The "table-model" chassis helps give this unit an all-around performance amazing to customers accustomed to ordinary portables.

The 6 tubes operate on a 3-way power supply: AC, DC or batteries (all standard makes). Tuned R. F. amplifier and three-gang tuning condenser give exceptional sensitivity and selectivity. Change-over switch makes it impossible to drain batteries by mistake. A lot of radio and for a price that opens pocketbooks.

FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.
Record Book
Lewis 2/19/41



Enchanting Tone

IN THE GREAT CAPEHART TRADITION



You can buy a violin for a few dollars. A fine old Stradivarius costs many thousands. Yet once you have heard its mellow, liquid voice, the tone of a lesser violin is forever inadequate.

Music loses much of its original beauty unless it is interpreted by an instrument of superb tone. Capehart-Panamuse tone stems from a distinguished tradition. For this instrument was created by the same engineers who developed the *De Luxe* Capehart . . . the world's finest phonograph-radio. We believe that the tone of the Capehart-Panamuse is surpassed only by that of the *De Luxe* Capehart itself. Thousands of people who understand and love good music have bought this more moderately priced instrument.

You can choose from many lovely and authentic period cabinet designs that will grace any home. The automatic "Play Control" record changer permits you to predetermine the selections you desire . . . from one to fourteen records. The instrument automatically does the rest of the work for you . . . providing nearly an hour's continuous entertainment of your favorite music.

You can be equally proud of the splendid radio unit. Models equipped for Frequency Modulation reception available at a slightly additional cost.

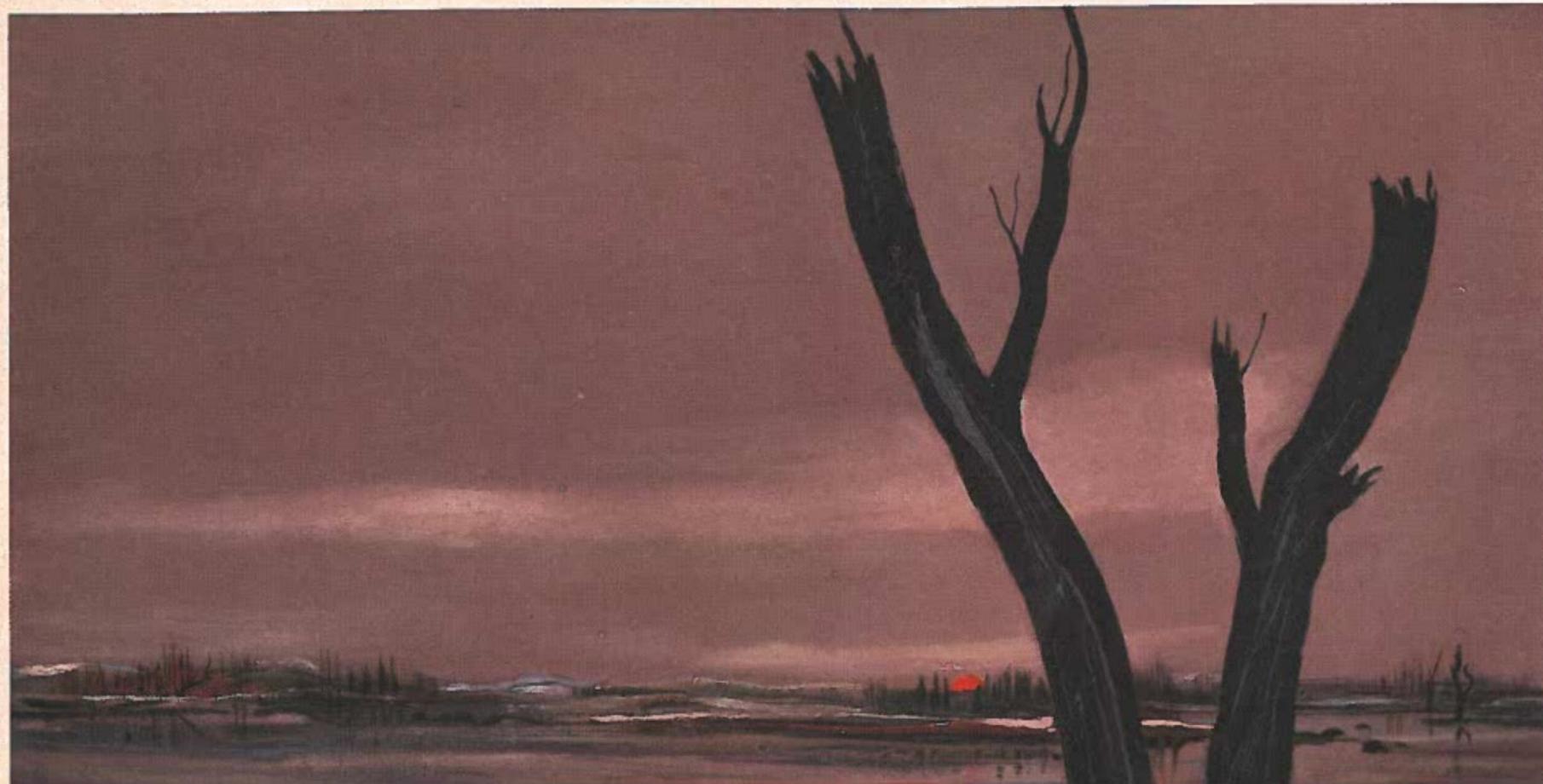
Give your own family the pleasure of this superb phonograph-radio. Its cost is surprisingly reasonable. The illustration above shows the beautiful Capehart-

Panamuse George I period design at \$219.50. Other models range from \$149.50 to \$299.50.* They may be purchased with a modest down payment and convenient monthly terms. Visit your Capehart dealer this week and experience the thrill of Capehart-Panamuse tone. Or, write now for attractive illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

CAPEHART
Panamuse

C. D.
Record Book
Lewis 9/2/41





An interpretation of "Finlandia," by Jan Sibelius, painted for the Capehart Collection by Bernard La Motte. This heroic tone poem, one of the most popular compositions of all time, was written when Finland was subject to Imperial Russia. So effectively did the music express a patriotic mood that the Russian government banned its performance in Finland. In the music Sibelius pictured Finland's vast, silent woods and meadows and the melancholy pride of people who yearn to be free.

AFTER THE STORM

The Capehart Chippendale, at \$1000.* Other instruments from \$600 to \$1000.* Convenient purchase terms.*Slightly higher on the West Coast.



*The CAPEHART
and the Capehart-Panamuse*
HALL-MARK OF HARMONIOUS LIVING

Man is by nature a creature of moods. The sun shines, and all is bright. The sun goes down, and life is a pale and melancholy thing, scarcely to be endured.

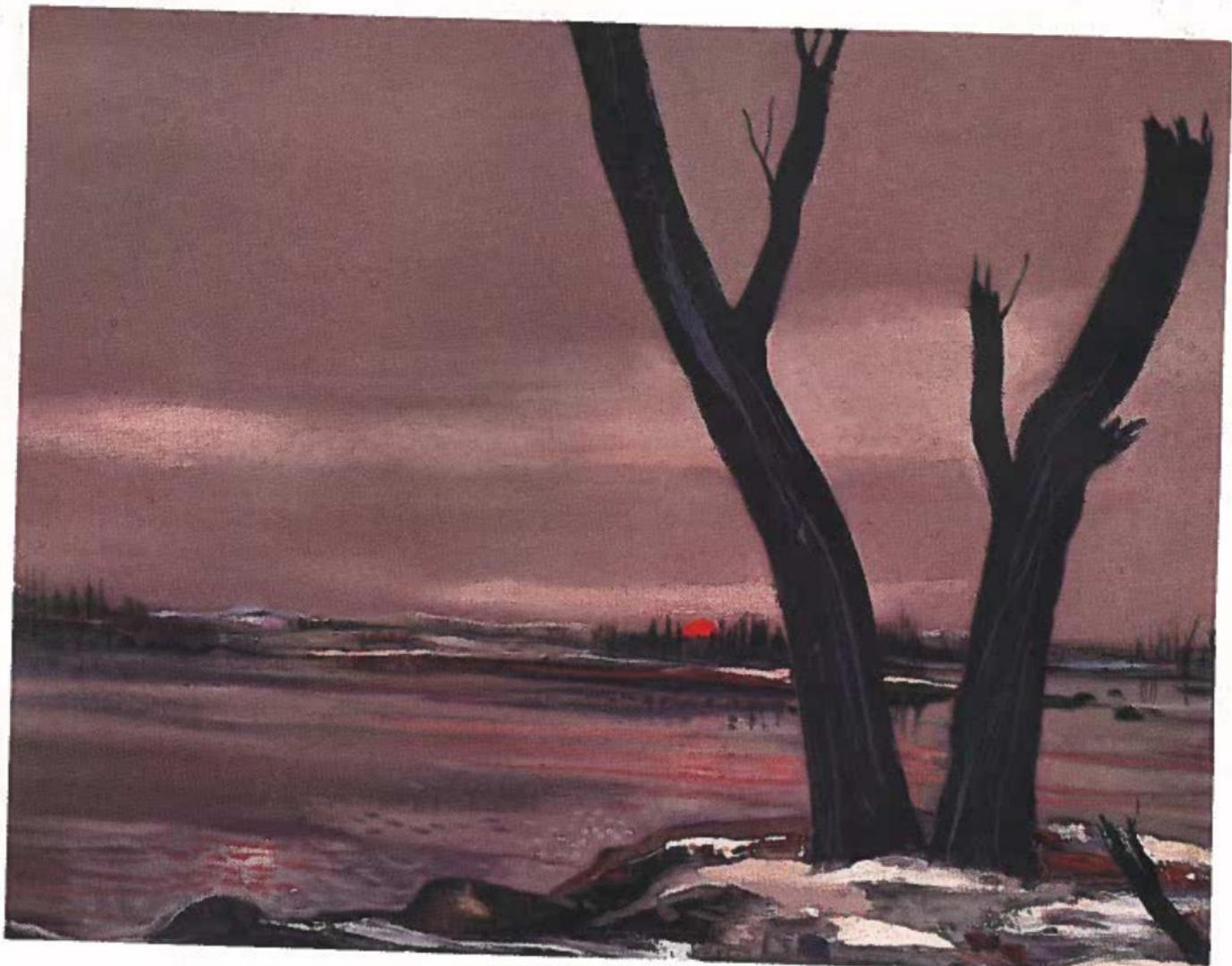
In such moments, the best of us need some inspiration from beyond ourselves. Music offers it, superbly. The glorious voice of the Capehart Phonograph-Radio wakens fresh hope, stirs the imagination anew, unveils a blue in the sky.

With incomparable fidelity, the Capehart captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice. There is no other musical instrument like the Capehart . . . for here is a phonograph-radio, built without consideration of cost, to provide the finest reproduction of music in all the world.

The Capehart is the phonograph-radio with the time proved record changer that turns the records over—playing 20 records (40 selections) continuously, on both sides or either side. It possesses a superlative radio unit.

THE CAPEHART - PANAMUSE

The Capehart Panamuse, a more moderately priced instrument, has been developed in the Capehart tone tradition. Models from \$600 to \$1000.* For terms on the Capehart and the Capehart-Panamuse, see your Capehart dealer. Consult your classified telephone directory for his name. Write us for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



An interpretation of "Finlandia," by Jan Sibelius, painted for the Capehart Collection by Bernard La Motte. The heroic tone-poem was composed when Finland was subject to Imperial Russia. So intensely did the music express the small nation's patriotic ardor that the Russian government banned its performance in Finland. In the music Sibelius pictures Finland's vast, silent woods and winters, and the melancholy pride of people who yearn to be free.

AFTER THE STORM

The Capehart *Chippendale*, at \$1195.*
Other models from \$545 to \$2500.* Convenient terms of purchase. *Prices are slightly higher on the West Coast.



The CAPEHART
and the *Capehart-Panamuse*

HALL-MARK OF HARMONIOUS LIVING

Man is by nature a creature of moods. The sun shines, and all is bright. The sun goes down, and life is a melancholy thing, scarcely to be endured.

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With incomparable fidelity, the Capehart captures the majesty of recorded symphony and tone-poem, the delicacy of the violin concerto, the beauty of the strong human voice. There is no other musical instrument like the Capehart, built to provide the

world's finest musical reproduction.

The Capehart is the phonograph-radio with the time-proved record changer that *turns the records over*—playing 20 records (40 selections) continuously, on both sides or either side. It possesses a superlative radio unit.

THE CAPEHART-PANAMUSE

The Capehart-Panamuse, developed in the Capehart tone-tradition, is priced from \$159.50 to \$369.50.* For terms on the Capehart and the Capehart-Panamuse, see your local Capehart dealer. Consult the classified telephone directory for his name. For illustrated brochure, write to The Capehart Division, Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

THIS STOCK IS FOR PROOFING 4-COLOR SPREAD ADVERTISEMENTS ONLY

TIME'S color pages are printed on high speed 4-color presses. Use no more color in plates than can be carried in actual production without filling or offset. Color values should be attained in plates and not by excessive amount of ink. Do not use 4 colors where the desired tone can be produced with 3.

SCREEN—120 line
DEPTH—Highlights, .003; Middletones, .0024; Shadows, .0012
FINISHING—Retain bearers and all dead metal in plates

for

TIME
THE WEEKLY NEWSMAGAZINE
Specifications as of January, 1941

PROOFING—Prove 4 colors WET, no interval between color
SEQUENCE—Yellow, Red, Black, Blue
COLORS—As approved by A. A. A. A. & A. I. G. A.
ROLLING—From top to bottom of plate
PROGRESSIVES—Two sets required
Stock and inks furnished gratis on request.

Revised
C. D. -
Record Book
Copper
10/11



An interpretation of Puccini's "La Vie de Boheme," painted for the Capehart Collection by Bernard Lamotte. The gentle Mimi, dying, is brought to the attic studio of her artist lover, Rudolph; there, in music notable for pathos and delicacy, she tells him of her love.

Between two Worlds



The heart of man wavers between doubt and faith. Clear as crystal, now, is the purpose of life, and one's own goal. But the mood of confidence passes, and in its place is uncertainty, and a wonder about tomorrow.

Then the thoughtful person turns for new power to some inspiration outside himself. Music offers it, superbly. The glorious voice of the Capehart-Panamuse Phonograph-Radio is a new outlook on life!

Designed by the same engineers who developed the *De Luxe* Capehart, this instrument

faithfully follows the Capehart tone tradition. And its unique "Program Control" permits you to predetermine record selections, then plays 14 records automatically.

THE DE LUXE CAPEHART
Built to provide the world's finest musical reproduction. Time-proved record changer turns the records over—playing 20 records (40 selections) continuously—on both sides or either side. Brilliant radio. Control stations and speakers may be placed throughout your home and grounds. \$645 to \$1275.* For terms, see your dealer. Consult the classified telephone directory for his name. Write us for illustrated brochure. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE

Capehart and the Capehart Panamuse

HALL-MARK OF HARMONIOUS LIVING

The Capehart-Panamuse Chippendale, at \$259.50.* Models from \$159.50 to \$369.50.* Terms. *Prices slightly higher on West Coast.

CN-11-A—1941—7 x 10 3-16—Time, Nov. 3—N. W. Ayer & Son, Inc.

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C. D.

Record Ro

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A painting by Julian Levi for the Capehart Collection: An interpretation of Mozart composing his last opera, "The Magic Flute." This outstanding young genius of the eighteenth century died in poverty—his life a continual struggle against debt, the jealousy of other musicians, and failing health. Yet the grace and beauty of Mozart's music rarely has been surpassed.

A TIME TO WEEP AND A TIME TO LAUGH

How changeable is man! One moment a mood of delight transports him. He will paint, write, build, command—and the world shall see! Then doubt settles on the heart, and man is not so sure.

The bravest of human beings turns to music for inspiration in that hour. From the Capehart Phonograph-Radio come silvery dances, light-hearted and free . . . symphonies to stir new courage . . . chorales that walk the serene path of faith.

For so superlative a phonograph-radio as this is more than a musical instrument. The Capehart is a fresh outlook on life, a guide to harmonious living. It is a creation of man's ingenuity, capable of changing man's moods.

And the Capehart is one of the few products built to an ideal rather than to a price. Into it goes something of the same unhurried craftsmanship that made the Stradivarii outstanding among violins. The Capehart has the time-proved record changer that *turns the records over*, playing 20 records (40 selections) *continuously*, on both sides or either side—providing three hours or more of priceless music. It has also a brilliant radio unit. Convenient control stations and speakers may be placed throughout your home and grounds.

THE CAPEHART - PANAMUSE

In the Capehart tone-tradition is the Capehart-Panamuse, a superb instrument at more moderate price. Models from \$159.50 to \$369.50.* For convenient purchase terms, see your authorized Capehart dealer. Consult the classified telephone directory for his name. Write us for beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne, Ind.

The Capehart and the Capehart-Panamuse

HALL-MARK OF HARMONIOUS LIVING

This beautiful instrument is the *De Luxe* Capehart *Chippendale*, at \$695.* The Capehart, from \$545 to \$2500,* may be purchased with a modest initial payment and convenient terms thereafter.
*Prices are slightly higher on the West Coast.



C. D.
Record Book
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NEW FARNSWORTH MODELS

ARE THE HIT OF THE YEAR

EVERY MODEL A DISPLAY MODEL

Radio men looked over the ten new Farnsworth combinations at the shows in New York, Chicago and San Francisco—and pronounced them "tops."

They said it in the most convincing way there is—with orders. Shown here are three of the ten which drew special praise.

All offer features that lead to quick sales and real profits. Superb styling. Rich cabi-

nets, the new Farnsworth Colortone control, foolproof and service-free Farnsworth record changers, phonograph engineering that has become known for tone, plus all the usually accepted quality features including hermetically-sealed, high fidelity crystal and record-playing stylus.

Don't lose a day in getting in touch with your distributor about these wonderful new Farnsworth radios and phonograph-radios. For in these times, of course, it is impossible to estimate how long the supply will last. Call your distributor, or write, wire or phone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

► *The Chippendale (CK-111).*

In every respect it is a true reflection of the 18th Century charm so distinctive of Chippendale design including door covered grille. Available in selected walnut or mahogany. 11-tube AC Superheterodyne. Three gang variable condenser. Dual "baton" Colortone controls. Seven push buttons. Bilt-In-Tenna. Deluxe Farnsworth Automatic Changer. Tuned radio frequency on all bands. Sapphire stylus—every Deluxe feature!

► *The Companion (CK-73).*

Offering the utmost in luxurious listening comfort, this charming version of a chairside combination is a beautiful example of Farnsworth modern styling available in Walnut or Golden Harvest finish. 7 tubes (including rectifier tube and 2 multiple purpose tubes), providing 9-tube performance. Farnsworth "Velvet Action" Record Changer. Permanent record-playing stylus.



► *The Washington (CK-75).*

Meets the long-felt need for an attractively designed cabinet in Walnut or Golden Harvest finish which can be placed anywhere—in alcove, library, dining room or den. 7 tubes (including rectifier and 2 multiple purpose tubes), which provide 9-tube performance. Farnsworth "Velvet Action" Record Changer and record storage compartment. Permanent record-playing stylus.



Farnsworth
KNOWN FOR TONE

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

PREPARED FOR APPEARANCE IN ALL RADIO TRADE PAPERS, SEPTEMBER ISSUES

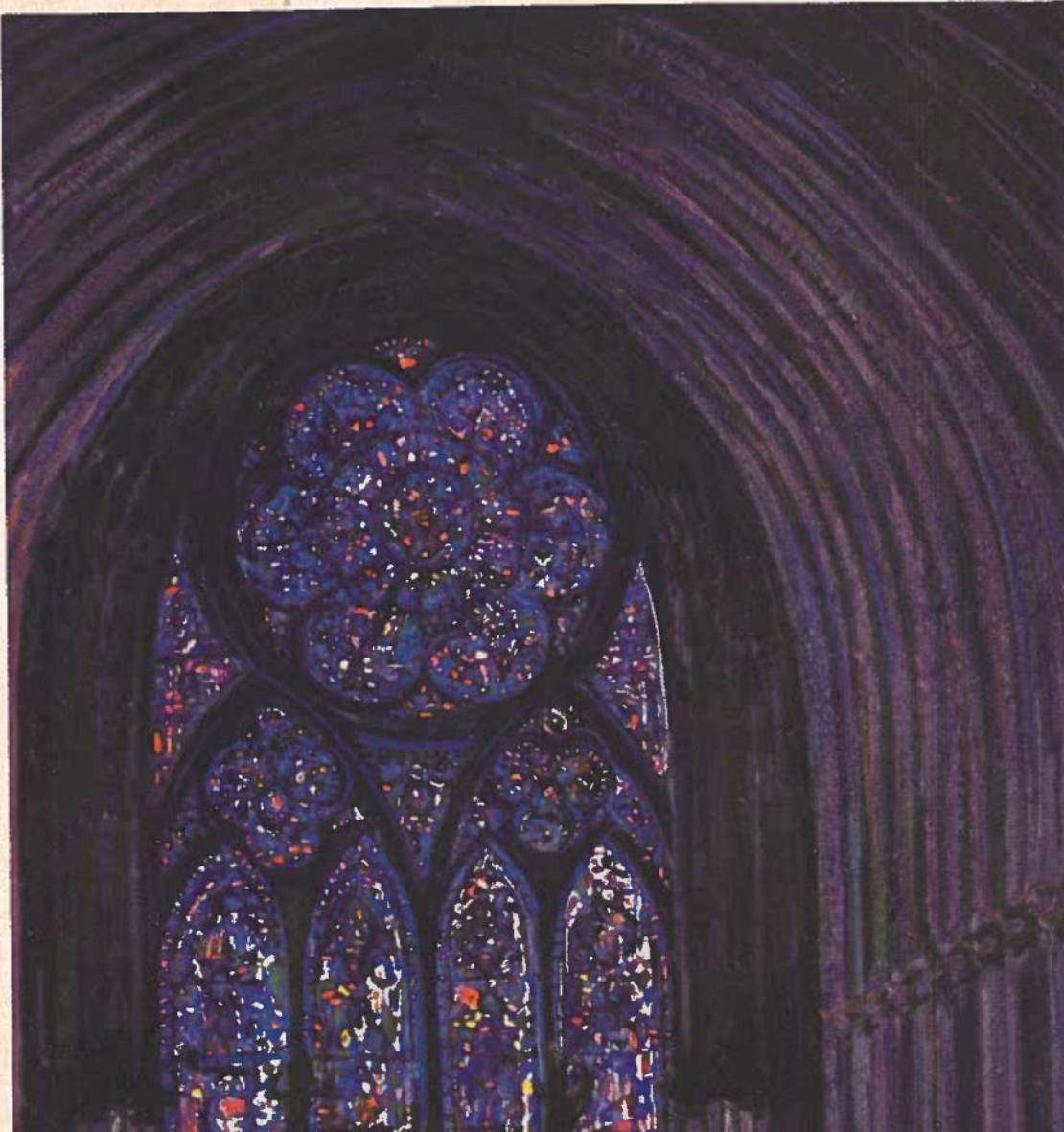
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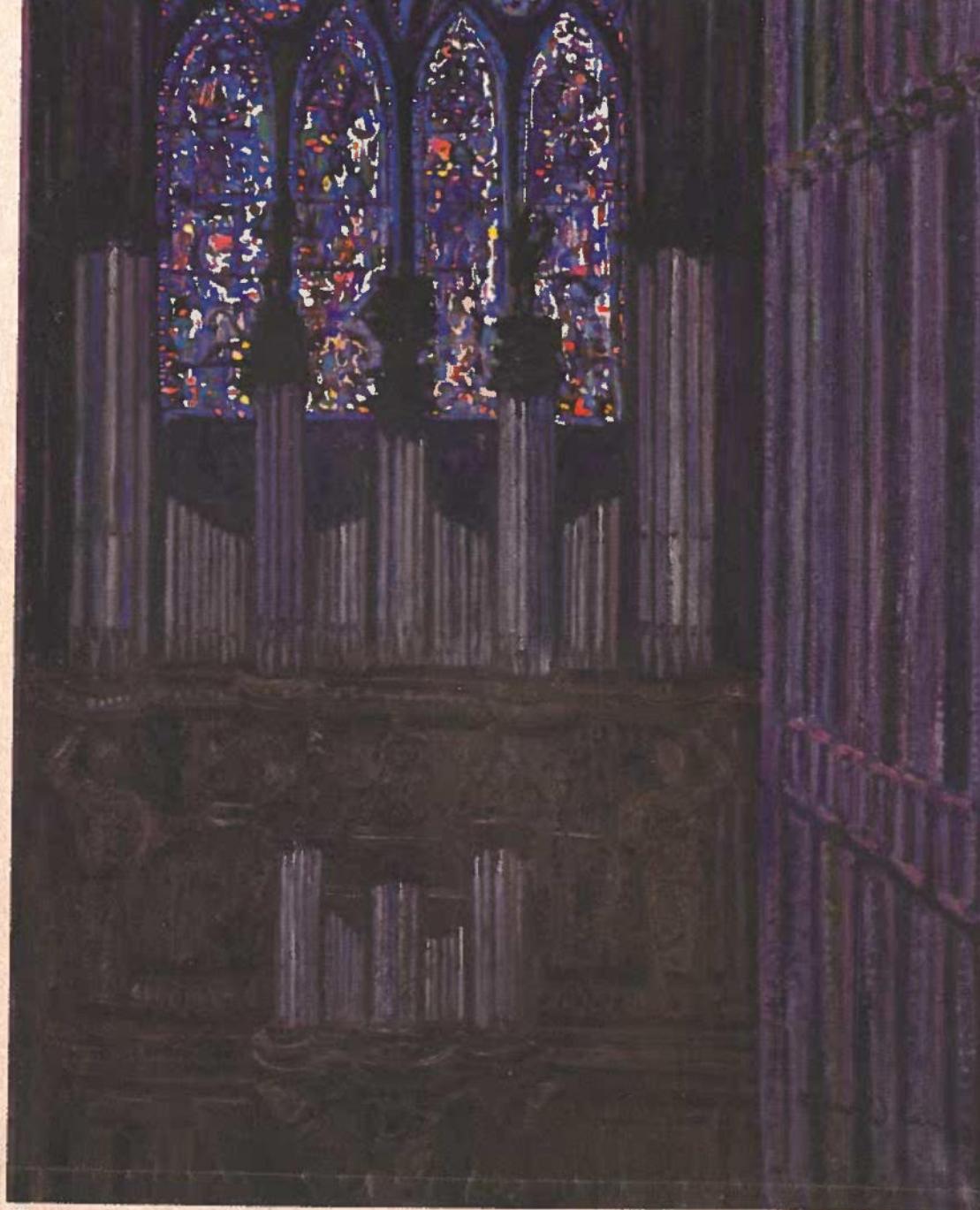
Sanctuary

Night is a time and a mood. The painting finished, the viaduct built, the home tended, the long day over, and man wonders, in a moment of let-down, how the new day is to be faced.

At such a time, the best of us turn to some source outside ourselves. Music is one such sanctuary. In matchless radiance, the Capehart Phonograph-Radio captures the chorale, the concerto, the mass, and gives them meaning for the present hour.

This exquisite instrument is built to provide the world's finest musical reproduction. It faithfully covers the full musical scale, both in harmonics and fundamentals. Recordings are personal appearances of the artists, so true is the tone.

And the Capehart is the phonograph-radio with the time-proved record changer that turns the records over — playing 20 records (40 selections)



The great work for the organ, "Toccata and Fugue in D Minor," by Johann Sebastian Bach, interpreted by Bernard La Motte for the Capehart Collection. Bach is considered by many the greatest of all composers. For 27 years, this man of genius was director of St. Thomas' Church in Leipsic; there he composed his magnificent cantatas, oratorios, and the *Passion* music. Through all his life, Bach was a deeply religious man; he dedicated his works "To the Glory of God Alone."

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And the Capehart is the phonograph-radio with the time-proved record changer that *turns the records over* — playing 20 records (40 selections) continuously, on both sides or either side, providing three hours or more of the music of your mood. The radio unit is outstanding in performance. Cabinets are fashioned of fine furniture woods.

THE CAPEHART - PANAMUSE

Capehart craftsmen also build the new Capehart-Panamuse, a brilliant phonograph-radio with the exclusive "Program Control." Prices range from \$600 to \$1000.* For terms on either the Capehart or the Capehart-Panamuse, see your Capehart dealer. Consult the classified telephone directory for his name. Write us for beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

The CAPEHART and the Capehart-Panamuse

HALL-MARK OF HARMONIOUS LIVING



The graceful Capehart Adam, illustrated, is priced at \$600.* The Capehart, ranging in price from \$600 to \$1000,* may be purchased with a modest initial payment and convenient terms thereafter. *Prices slightly higher on the West Coast.

Revised

C. D.

Record Book

Cooper 10/27/41



STAR SONG

If only Christmas were longer than a day! For one star-descended interlude, the tension of life relaxes. The heart is at peace again, in a world of carols and light on Judean plains.

But Christmas *can* go on. You can continue its joyous spirit through many years ahead, for your family and your friends, with a Capehart Phonograph-Radio. For this superlative instrument, guide to harmonious living, is ready to summon at casual command the radiance of Christmas morning!

The Capehart is more than the world's finest instrument for musical reproduction. It is a creator of moods. Gray thoughts sparkle under its spell. The glory of symphony, mass, and oratorio become an inspiration for the present hour.

And in giving the Capehart, you give the phonograph-radio with the time-proved record changer that *turns the records over*—playing 20 records (40 selections) *continuously*, on both sides or either side, providing three hours and more of music and entertainment. The following table gives the details.



The Hallelujah Chorus from Handel's "Messiah," painted for the Capehart Collection by Franklin Watkins. This magnificent chorus rises in triumphant climax; voices soar higher and higher in acclaim at the coming of Christ. King George II, in 1743, showed his respect and admiration for Handel's masterpiece by standing as the choirs reached the thrilling conclusion; and audiences everywhere today follow the same reverent custom.

The Capehart and the Capehart-Panamuse

HALL-MARK OF HARMONIOUS LIVING

The Capehart *Early Georgian*, at \$000.*
Models from \$000 to \$0000.* Convenient terms of purchase arranged.
*Prices slightly higher on West Coast.



the tradition of musical command—the tradition of Christmas morning!

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And in giving the Capehart, you give the phonograph-radio with the time-proved record changer that *turns the records over*—playing 20 records (40 selections) *continuously*, on both sides or either side, providing three hours and more of the music of your choice. The radio unit provides brilliant reception of world-wide broadcasts.

THE CAPEHART-PANAMUSE

Built by Capehart craftsmen is the Capehart-Panamuse, a more moderately priced Christmas gift at \$000 to \$000.* The exclusive "Program Control" allows you to predetermine the number of selections you wish, from one to fourteen. Authentic period cabinets. For convenient terms on either the Capehart or the Capehart-Panamuse, see your Capehart dealer. Consult the classified section of your telephone directory for his name. Write us now for beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

Revised

A. D.
Record Book

Cooper, oil 1



Revised

A.C.D.
Record Book

Cooper, Oct 1/41





An interpretation of Puccini's "La Vie de Boheme," painted for the Capehart Collection by Bernard La Motte. The gentle Mimi, dying, is brought to the attic studio of her artist lover, Rudolph; there, in music notable for pathos and delicacy, she tells him of her love.

Between two Worlds

The heart of man wavers between doubt and faith. Clear as crystal, now, is the purpose of life, and one's own goal. But the mood of confidence passes, and in its place is uncertainty, and a wonder about tomorrow.

Then the thoughtful person turns for new power to some inspiration outside himself. Music offers it, superbly. The voice of the Capehart-Panamuse Phonograph-Radio is a new outlook on life! To the confusion of these troubled times it brings a calm and a quiet.



The Capehart-Panamuse Chippendale, at \$1000.* Models from \$1000 to \$3000.* Convenient terms of purchase. *Prices are slightly higher on the West Coast.

This instrument stems from a distinguished family. Designed by the same engineers who developed the *De Luxe* Capehart, supreme among musical instruments, it faithfully follows the great Capehart tone-tradition.

Its exclusive "Program Control" permits you to predetermine the number of record selections you wish, from one to fourteen. The radio unit brilliantly receives world-wide broadcasts. Cabinets are of fine furniture woods, in authentic period designs.

THE DE LUXE CAPEHART

The Capehart Phonograph-Radio is built to provide the world's finest musical reproduction. It has the time-proved record changer that turns the records over—playing 20 records (40 selections) continuously—on both sides or either side. Prices range from \$645 to \$1275.* Control stations and speakers may be placed throughout your home and grounds. For terms, see your Capehart dealer. Consult the classified telephone directory for his name. Write us for beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE
Capehart and the Capehart Panamuse
HALL-MARK OF HARMONIOUS LIVING

O. D.
Record Book
Cooper 10/27



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STAR SONG

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But Christmas *can* go on. You can continue its joyous spirit through many years ahead by giving a superlative Capehart Phonograph-Radio.

The Capehart is more than the world's finest instrument for musical reproduction. It is a creator of moods. Thoughts dull and gray become sparkling under its spell. The glory of symphony, mass, and oratorio become an inspiration for the present hour.

And in giving the Capehart, you give the phonograph-radio with the time-proved record changer that *turns the records over*—playing 20 records (40 selections) *continuously*, on both sides or either side, providing three hours and more of the music of your choice. There is also a brilliant radio unit. Control stations may be placed throughout your home and grounds.

THE CAPEHART-PANAMUSE

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The Capehart and the Capehart-Panamuse

HALL-MARK OF HARMONIOUS LIVING

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Advt. CN-16-A

Time

New Yorker

Dec. 1

Dec. 6

Now, MORE THAN EVER . . .

Farnsworth quality counts

Recent events have impressed Mr. John Q. Public with the need for getting the most mileage possible out of his dollars. If you display the new Farnsworth radios and phonograph-radio combinations, you can certainly do business with him. For the new 1942 Farnsworth line—and we mean *new*, not just a modification of last year's line—offers:

1. **Value.** You know how costs have gone up, and as for taxes, well they're up too. Compare the Farnsworth line, set for set, price for price, and you'll give Farnsworth the call.
2. **Appearance.** Every model is a display model!
3. **Performance.** "Known for Tone." Plus, service-free dependability of chassis and the famous Farnsworth Record-Changer.
4. **Profit.** Every Farnsworth model, regardless of price, carries a *full* margin of profit to the dealer.

Be sure to compare this new 1942 Farnsworth line on every point. Call your distributor. Or write, wire or phone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



(CK-74) The Corinthian, this year's greatest value leader—a cabinet of dignity and simplicity. Superb 9-tube radio and Farnsworth's new "Velvet Action" Record Changer.

(CK-92) The Sheraton leads the "furniture field"—authentic period design. 9 tubes with 11-tube performance. Sapphire stylus. Farnsworth DeLuxe Changer with Play Control and Record Storage.



(CK-93) The Georgian leads the "big set" field—luxurious lines characterize this impressive combination. 9 tubes with 11-tube performance. Solid top. Swing-out Farnsworth DeLuxe Changer. Sapphire stylus.

Frequency Modulation—Farnsworth quality is also available in Frequency Modulation receivers, in both period and modern cabinets.

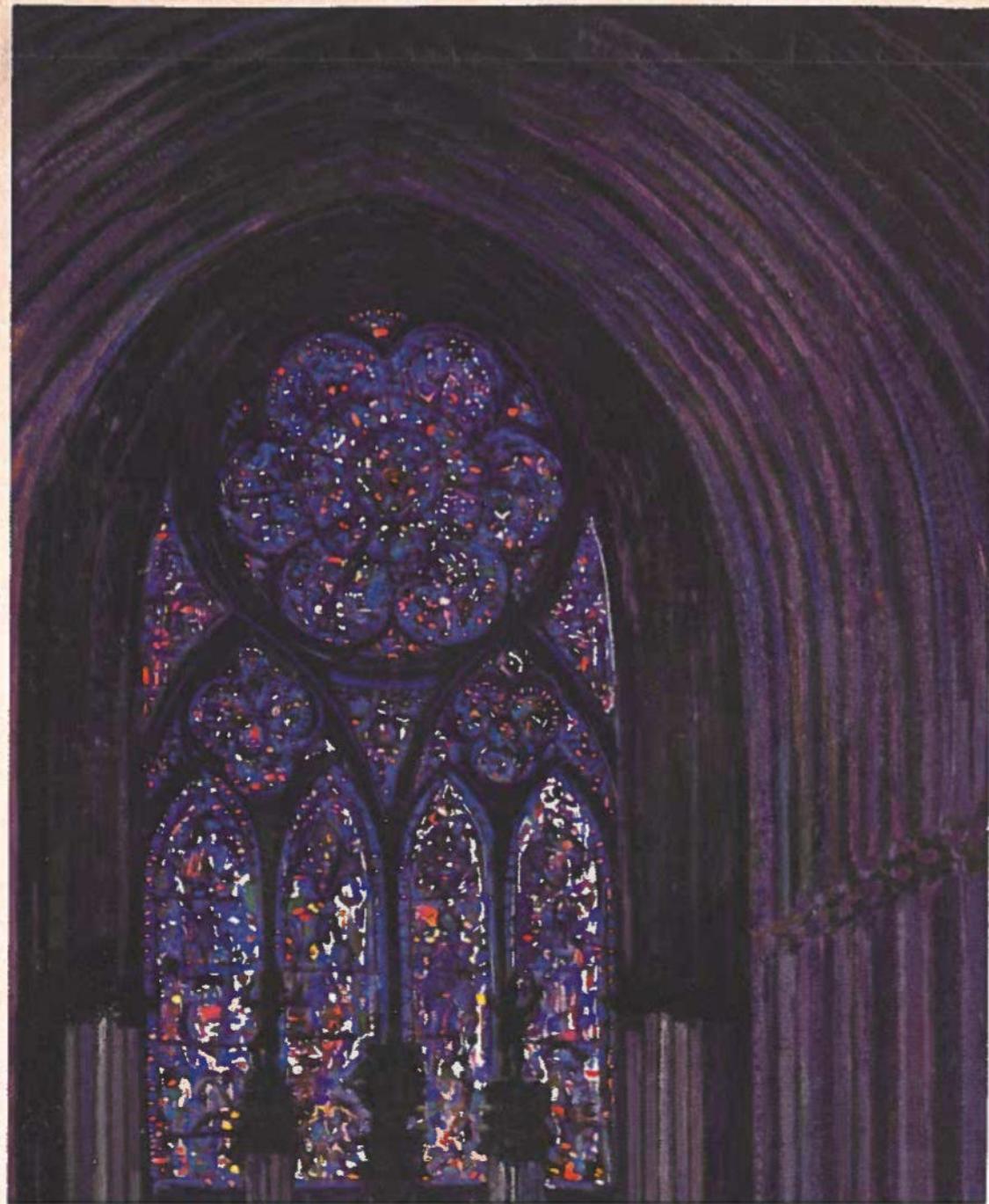
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MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPHRADIO COMBINATIONS

PREPARED FOR APPEARANCE IN ALL RADIO TRADE PAPERS, OCTOBER ISSUES

FT-21-1941

Revised
A. D.
Record Book
Cooper
12/5/41



Sanctuary

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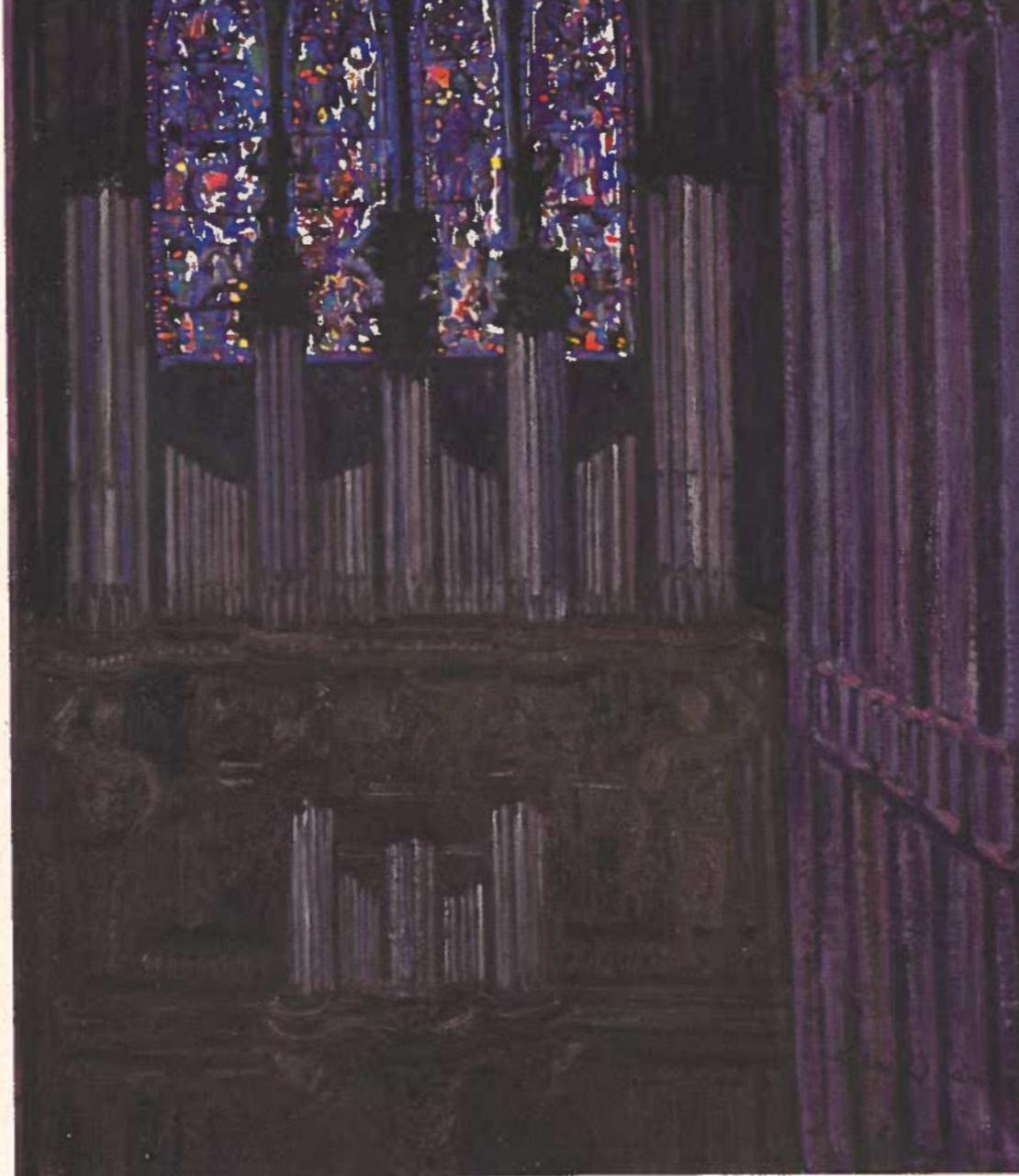
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world's finest musical reproduction. It faithfully covers the full musical scale, both in harmonics and fundamentals. Recordings are personal appearances of the artists, so true is the tone.

And the Capehart is the phonograph-radio with the time-proved record changer that turns the records over — playing 20 records (40 selections) continuously, on both sides or either side, providing three hours or more of the music of your mood. The radio unit is outstanding in performance. Cabinets are fashioned of fine furniture woods.

THE CAPEHART - PANAMUSE

Capehart craftsmen also build the new Capehart-Panamuse, a brilliant phonograph-radio with the exclusive "Program Control." Prices range from \$600 to \$1000.* For terms on either the Capehart or the Capehart-Panamuse, see your Capehart dealer. Consult the classified telephone directory for his name. Write us for beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

The CAPEHART *and the Capehart-Panamuse*

HALL-MARK OF HARMONIOUS LIVING



The graceful Capehart Adam, illustrated, is priced at \$600.* The Capehart, ranging in price from \$600 to \$1000,* may be purchased with a modest initial payment and convenient terms thereafter. *Prices slightly higher on the West Coast.

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SCREEN— 120 line
DEPTH— Highlights, .003; Middletones, .0024; Shadows, .0012
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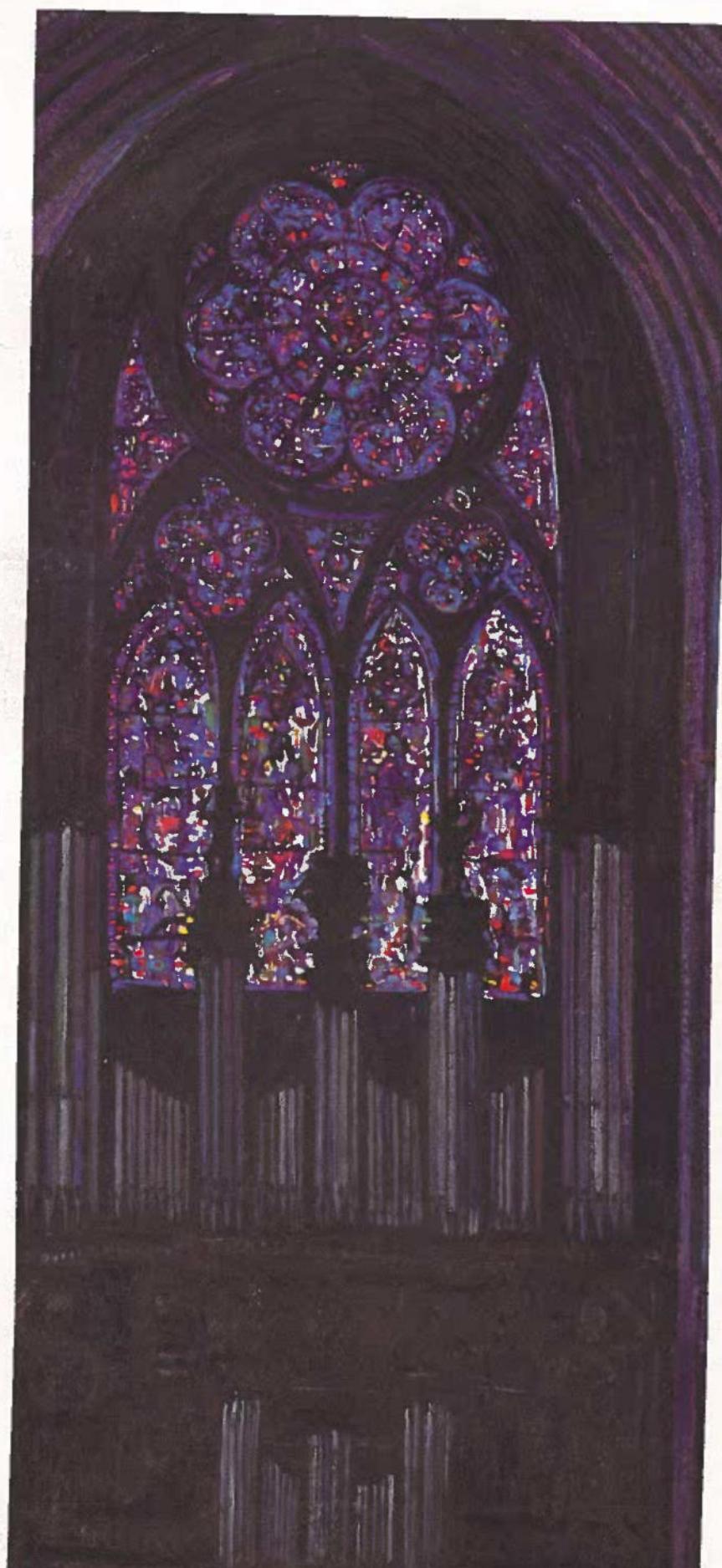
for
TIME
THE WEEKLY NEWSMAGAZINE

Specifications as of July, 1941

PROOFING— Prove 4 colors WET, no interval between
SEQUENCE— Yellow, Red, Black, Blue
COLORS— As approved by A. A. A. A. & A. I. G. A.
ROLLING— From top to bottom of plate
PROGRESSIVES— Two sets required
Stock and inks furnished gratis on request.

Reco
Book
1/11

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The "Toccata and Fugue in D Minor" of Johann Sebastian Bach, interpreted by Bernard Lamotte, Bach is considered by many the greatest of all composers. For 27 years, this man of genius was director of St. Thomas' Church in Leipzig; there he composed his magnificent cantatas, oratorios, and the Passion music. Bach was a deeply religious man; his works were dedicated "To the Glory of God Alone."

Sanctuary

Night is a time and a mood. The painting finished, the home tended, the long day over, and man wonders in a moment of let-down, how the new day is to be faced.

At such a time, the best of us turn to some source outside ourselves. Music is one such sanctuary. In matchless radiance, the Capehart Phonograph-Radio captures the chorale, the concerto, the mass, and gives them meaning for the present hour.

This exquisite instrument is built to provide the world's finest musical reproduction. It has the time-proved record changer that *turns the records over* — playing 20 records (40 selections) continuously, on both sides or either side, providing three hours or more of music. The radio unit is outstanding in performance. Control stations and speakers may be placed throughout your home and grounds.

THE CAPEHART-PANAMUSE
Capehart craftsmen also build the brilliant Capehart-Panamuse, ranging in price from \$179.50 to \$399.50.* For terms, see your Capehart dealer. Consult the classified telephone directory for his name. Write for free, beautifully illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The CAPEHART
and the *Capehart-Panamuse*
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C. D.
Record Book
Chas. Bearbo
1/30/42

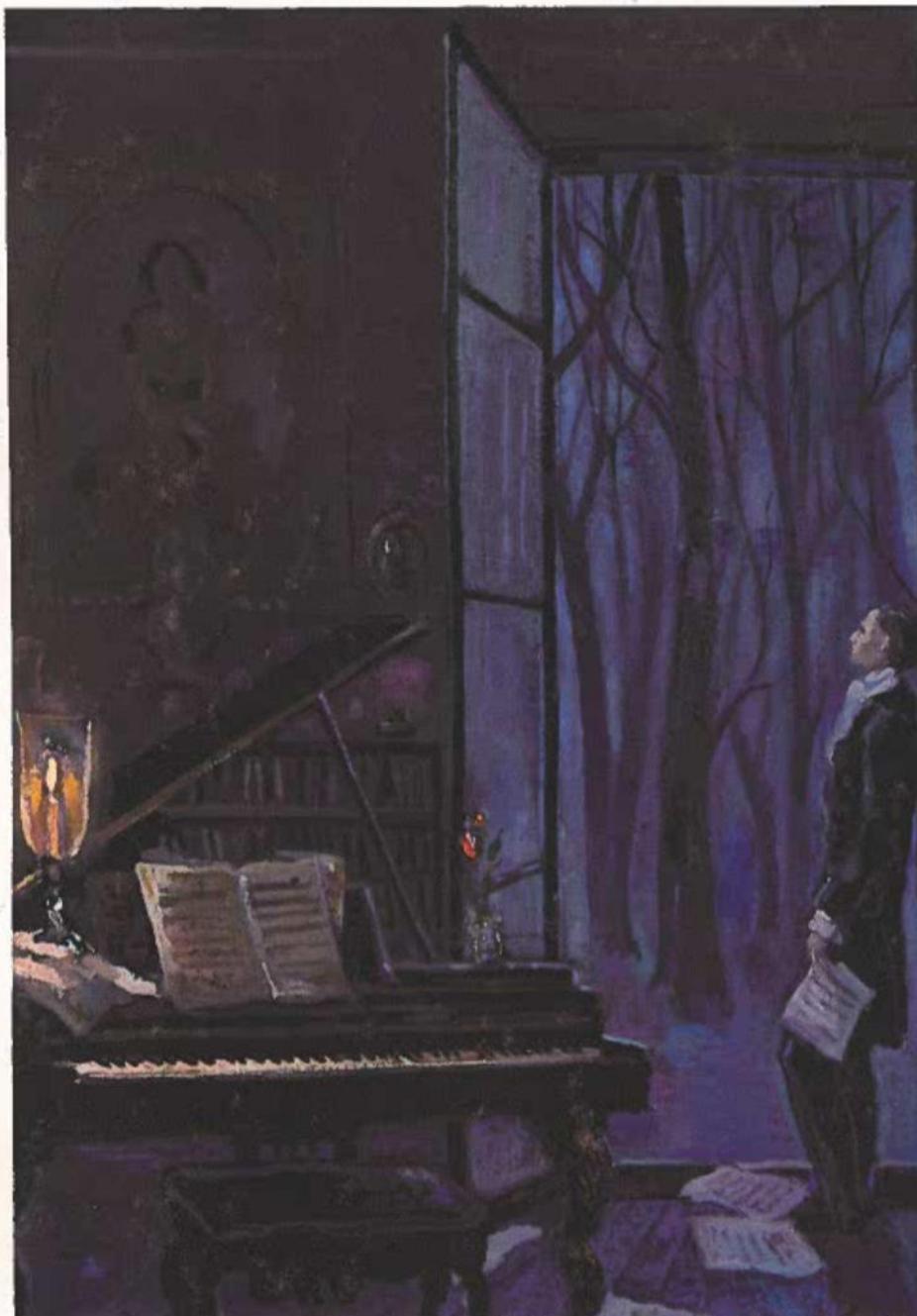
The Alchemy of Song

Music is man's alchemist. How quickly the golden chords distill peace out of turmoil, change despair to fresh courage and hope!

This is the glory of the Capehart-Panamuse Phonograph-Radio—the power to create a new mood. For the Capehart-Panamuse is more than a musical instrument. It is a source of harmonious living, a new outlook on life!

The Capehart-Panamuse is designed by the same engineers who developed the *De Luxe* Capehart, recognized as the world's finest instrument for musical reproduction. Faithfully it follows the great Capehart tone tradition. Features include the automatic "Program Control," the advanced radio unit, and fine furniture cabinets.

T H E C A P E H A R T
For those who want the very best, regardless of cost, the Capehart has the time-proved record changer that turns the records over—playing up to 20 records (40 selections) continuously, on both sides or either side, giving you three hours and more of music. Control stations and speakers may be placed throughout your home. Prices, \$645 to \$1275.* For terms, see your dealer. Consult the classified telephone directory for his name. For illustrated brochure, write the Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.



An interpretation of "The Raindrop Prelude," by Chopin, painted for the Capehart Collection by Bernard Lamotte. The artist shows Chopin, at his house on the Island of Majorca, anxiously awaiting the return of the famous writer George Sand, and her son, lost in a drenching storm. On this island, Chopin composed several of his most famous preludes and nocturnes for the piano.



The Capehart and the Capehart-Panamuse

The Capehart-Panamuse *Sheraton*, illustrated, at \$329.50.* Other models from \$179.50 to \$399.50.* *Prices are slightly higher on the West Coast. All prices subject to change.

HALL-MARK OF HARMONIOUS LIVING

Tom Patterson

Insertion date February 2nd

W. O. World-Telegram January 30

C. D.
Record Book

F. Carter
7/2/42

✓



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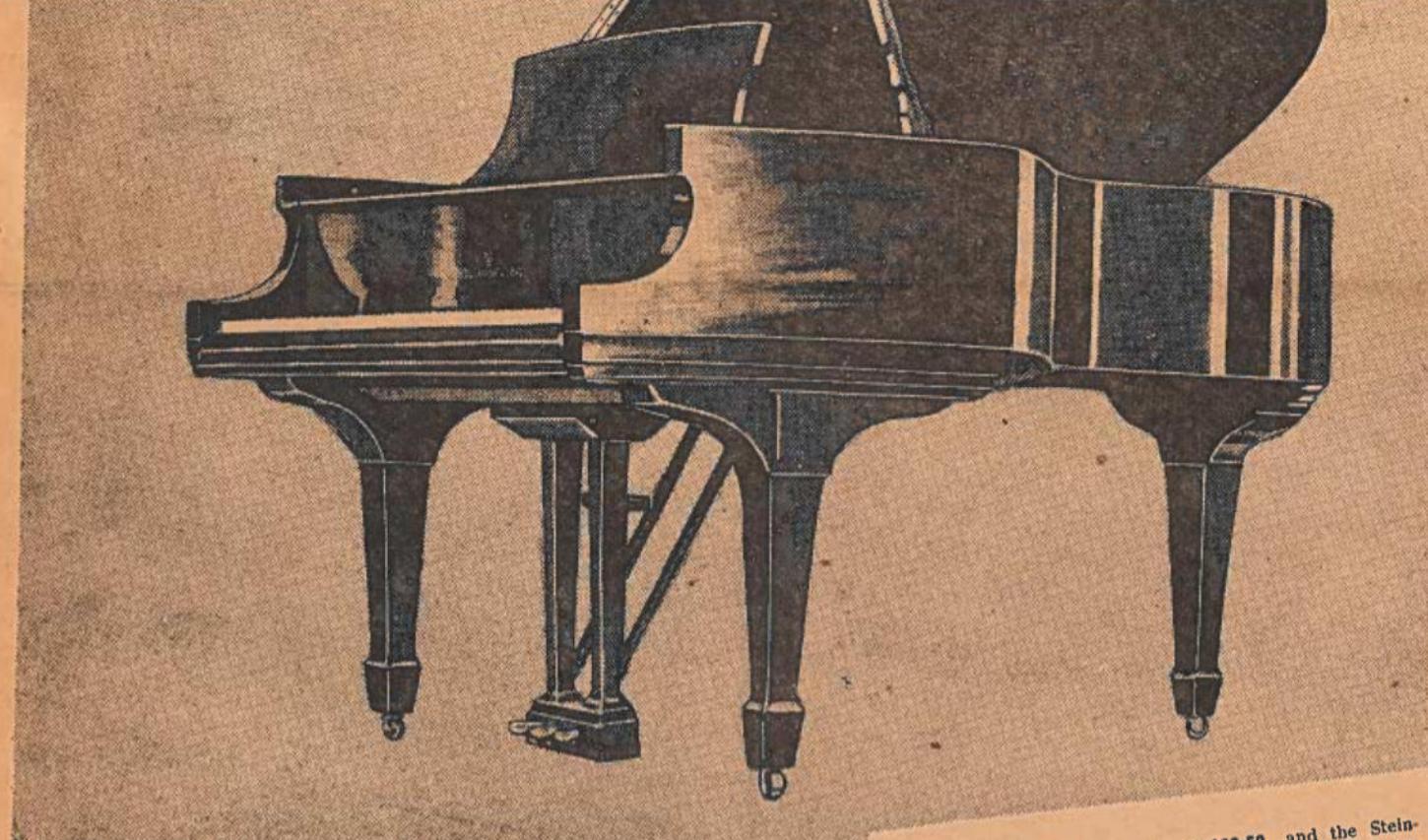
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- More skilled hand-work than any other piano in the world.
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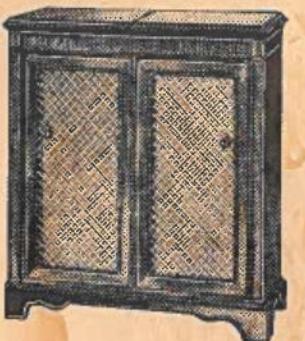
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All this is true simply because the Steinway is as fine a piano as Steinway can build—and has been for 88 years. Experienced buyers know that there is no other piano that will duplicate the Steinway's marvelous breadth and richness of tone... its power... its fluent action. Skilled craftsmen, using the finest materials, have created for you a lifetime of enjoyment!

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*Interest
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MONDAY, JANUARY 12, 1942.

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Solely from the standpoint of economy, this is unwise. A Steinway will serve you 20, 30, or even 50 years, and at the end of that time still be a magnificent instrument.

True economy lies in the best and finest things. What other piano can duplicate the Steinway in its

P-4-1942
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N.Y. Sun - Jan 12
N.Y. World Telegram - Jan 13

C. D.
Record Book
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1/1/42

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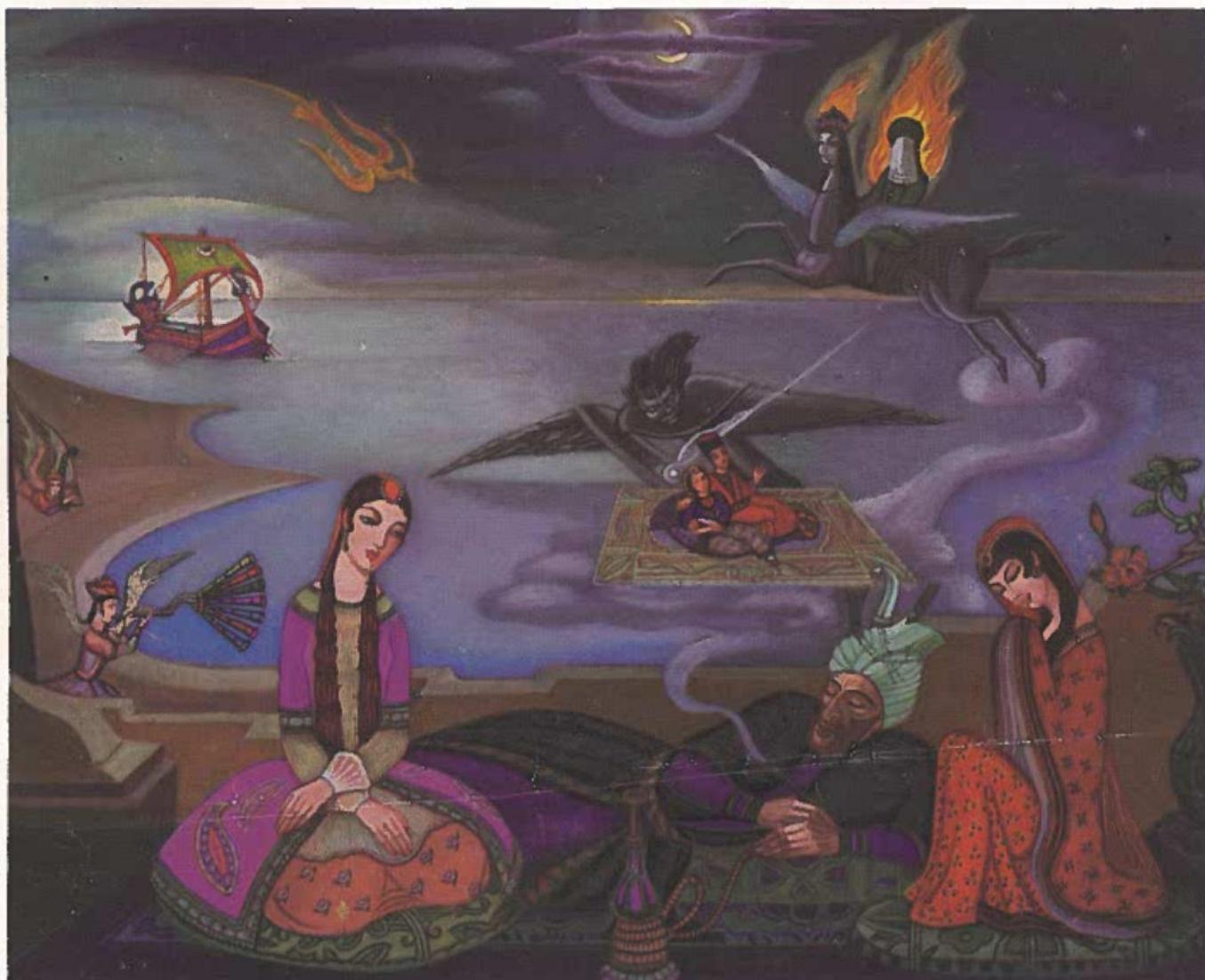
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C. D.
 Record Book
 Chas. Beards
 116/42



An interpretation of "Scheherazade," by Rimsky-Korsakoff, painted for the Capehart Collection by Sergei Soudeikine. The story is based upon the Arabian Nights. "The Sultan, persuaded by the falseness of women, had sworn to have one wife put to death each night. The Sultana, Scheherazade, saved her life by interesting him in stories she narrated for one thousand and one nights."



SONG IN THE NIGHT



The Capehart George II, at \$745.* Models, ranging from \$645 to \$1275,* may be purchased with a modest initial payment and convenient terms. *Prices slightly higher on West Coast. All prices are subject to change.

All is well at last in fairy tales, but not always in life. The heart knows its seasons of disappointment. The sun goes down, the wind is still, and slowly hope and ambition are clouded over.

But this is a mood, and moods can pass! Music, now, can substitute mental peace for mental turmoil. The glorious voice of the Capehart Phonograph-Radio brings strength for today's perplexities, harmonious living in a dissonant world!

So pure is the Capehart tone that musicians cannot often tell the recording from orchestra or voice. There is no other musical instrument like the Capehart!

And the Capehart has the time-proved record changer that turns the records over—playing 20 records (40 selections) continuously, on both sides or either side, providing three hours of music. Control stations and speakers may be placed throughout your home and grounds. The radio unit is outstanding in performance.

THE CAPEHART-PANAMUSE

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The Capehart and the Capehart-Panamuse

HALL-MARK OF HARMONIOUS LIVING

*C. D.
Record Book*

**"Times change,
and we change
with them"**



Never was that old Latin saying more completely confirmed than during this past year.

They were difficult times, for you and for us. They caused delays in our production which we greatly regretted. But we could not avoid these delays, and still maintain Farnsworth standards of manufacturing.

For, in addition to making much of our capacity available for defense work, we kept our promise

to provide you with a completely re-engineered line of Farnsworth radios and phonograph-radios, and to produce merchandise which would continue Farnsworth's outstanding reputation for trouble-free performance.

Please accept our sincere thanks for the understanding, support and co-operation you gave us.

What of the future? We have one supreme obligation . . . to make everything required of us by the armed forces and to utilize any remaining capacity for production of the finest radios and phonograph-radios we are able to build.

And we consider this latter an important contribution to the morale of our country. For every radio receiver, today, is a source of information and inspiration contributing to the effectiveness of the national war effort.

The new year is one in which there is much to be done. Let us all face it with confidence and determination.

C. D. Farnsworth
President

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No. FT-1-1942

P-4-1942} Jan 12th - N.Y. Sun
 RS-11-1942} Jan 12th - N.Y. World Telegram
 MONDAY, JANUARY 12, 1942.

C. D.
 Record Book Carter
 1/12/42

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True economy lies in the best and finest things. What other piano can duplicate the Steinway in its lovely tone, the exquisite responsiveness of its action, its beauty of line and finish? A Steinway will really satisfy you!

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P-5-1942
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C. D.
Record Book

J Carter
1/22/42



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FOR 89 YEARS the Steinway has had the esteem of musicians and cultivated people everywhere. And this preeminence has been won by merit alone. Its depth and beauty of tone . . . its power . . . its sensitive and incredibly fluent action have earned for the Steinway a place unique in the world of music.

Yet the Steinway is not expensive. When you consider that it will last you 30, 40, or even 50 years, the Steinway becomes the *least expensive of pianos*. And if some day you decide to sell, the market price will always be relatively high.



REASONS FOR STEINWAY SUPERIORITY

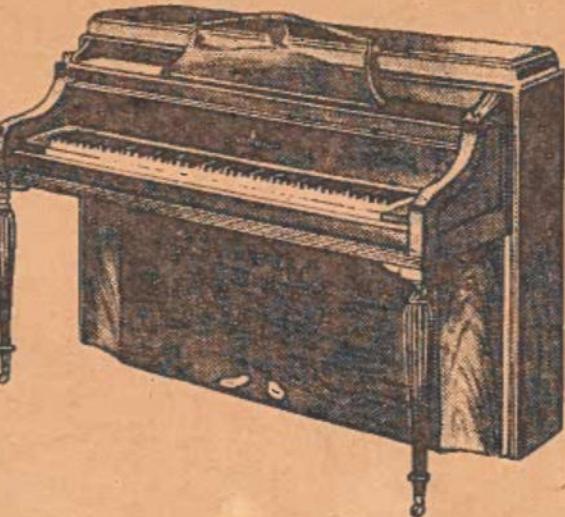
- The only piano with Accelerated Action.
- The only piano with Diaphragmatic Soundboard.
- The only piano with Hardened Capo d'Astro Rib and Water-proofed Hammers.
- More skilled hand-work than any other piano in the world.
- Choicest materials — one standard of quality, the best.
- Built by the Steinway family. This business is owned and controlled by the Steinway family, now as for 89 years.

Buy now on convenient terms: Pay 10% down on any Steinway Grand or Vertical. 18 months to pay balance. Used pianos accepted in partial exchange. Interest charges on unpaid balance only. Prices subject to change.

SEE THE SOLOVOX • ATTACHES TO YOUR STEINWAY • GIVES THRILLING EFFECTS OF VIOLIN, TRUMPET, ETC. • \$209 — TERMS

10%

DOWN, as little as \$73.50, for this new Steinway Vertical, Heppelwhite design. Accelerated Action, Diaphragmatic Soundboard and all other exclusive Steinway features. 40" high, 57 $\frac{3}{4}$ " wide, 23 $\frac{1}{4}$ " deep. Models and prices for all homes and incomes.



STEINWAY & SONS

LISTEN TO STEINWAY ON THE AIR: "SYMPHONY HALL" • EVERY TUESDAY EVENING, 8 TO 9 • OVER WQXR

STEINWAY HALL

109 WEST 57th STREET

TEL CIRCLE 6-1100

Insertion date February 2nd

W. O. World-Telegram January 30

C. D.
Record Book

Frank Carter
2/13/42

World Telegram - N.Y. - Feb 2
Sun - New York - Feb 3.

P. 8-1942
RS - 13-1942



**YOU NEED NEVER
BUY ANOTHER PIANO**



HEADQUARTERS FOR THE

CAPEHART

- All models
- Standard prices
- Convenient terms

CAPEHART-PANAMUSE

from \$26950

*EXPERT SERVICE FOR YOUR CAPEHART,
NO MATTER WHERE PURCHASED*

STEINWAY & SONS RECORD SHOP

STEINWAY HALL • 109 W. 57th ST. • NEW YORK CITY

THE position of the Steinway as the world's most celebrated piano is so firmly fixed that no one seriously questions it. But this standing has not been won in a day. For 89 years, members of the Steinway family have concentrated upon creating a piano that cannot be duplicated.

That is the reason the Steinway you buy today will last you a lifetime. You need never buy another piano. For 20, 30, or 50 years it will serve you well—in the long run, the least expensive of all pianos!



REASONS FOR STEINWAY SUPERIORITY

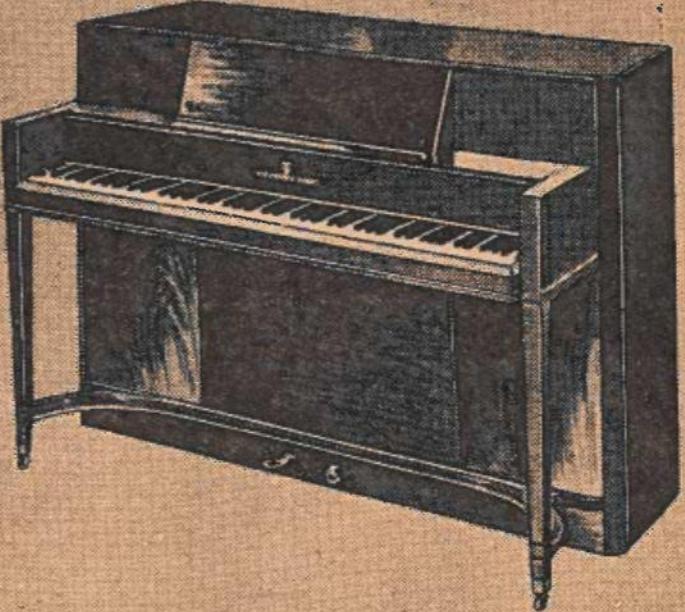
- The only piano with Accelerated Action.
- The only piano with Diaphragmatic Soundboard.
- The only piano with Hardened Capo d'Astro Rib and Water-proofed Hammers.
- More skilled hand-work than any other piano in the world.
- Choicest materials — one standard of quality, the best.
- Built by the Steinway family. This business is owned and controlled by the Steinway family, now as for 89 years.

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SEE THE SOLOVOX • ATTACHES TO YOUR STEINWAY • GIVES THRILLING EFFECTS OF VIOLIN, TRUMPET, ETC. • \$209 — TERMS

10%

DOWN, as little as \$59.50, and the Steinway Sheraton will be delivered to your home at once. A distinguished small piano, 40" high, 57 1/4" wide, 28 1/4" deep, for the small room. But great in power and beauty of tone!



STEINWAY & SONS

LISTEN TO STEINWAY ON THE AIR: "SYMPHONY HALL" • EVERY TUESDAY EVENING, 8 TO 9 • OVER WQXR

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109 WEST 57th STREET
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RADIO RETAIL

C. D. —
Rund book

set in
Chicago

SLM 3/24

★ ★ ★ ★

EXCELLENT OPPORTUNITY FOR OUTSTANDING MEN

THE FARNSWORTH Television & Radio Corporation is adding to its staff of research and development specialists—the closely knit group which has won recognition throughout the world for its developments in the field of electronics. These men know how to work harmoniously toward a common goal, for each realizes that his opportunity to succeed is controlled only by his ability and ambition.

The urgency for additional research and development of highly specialized electronic apparatus at this time enables us to solicit applications from qualified American

citizens, including junior and senior engineers and physicists having suitable qualifications.

Excellent opportunity to participate now in most important engineering developments as well as to qualify for responsible positions in post-war activities.

Replies, including complete statements of experience and training, references and photographs, should be addressed to this company, attention of Personnel Manager, at its main office at Fort Wayne, Indiana.

Personal interviews will be by appointment only.

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, IND.

MARION, IND.

Makers of

RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

ONE PAGE

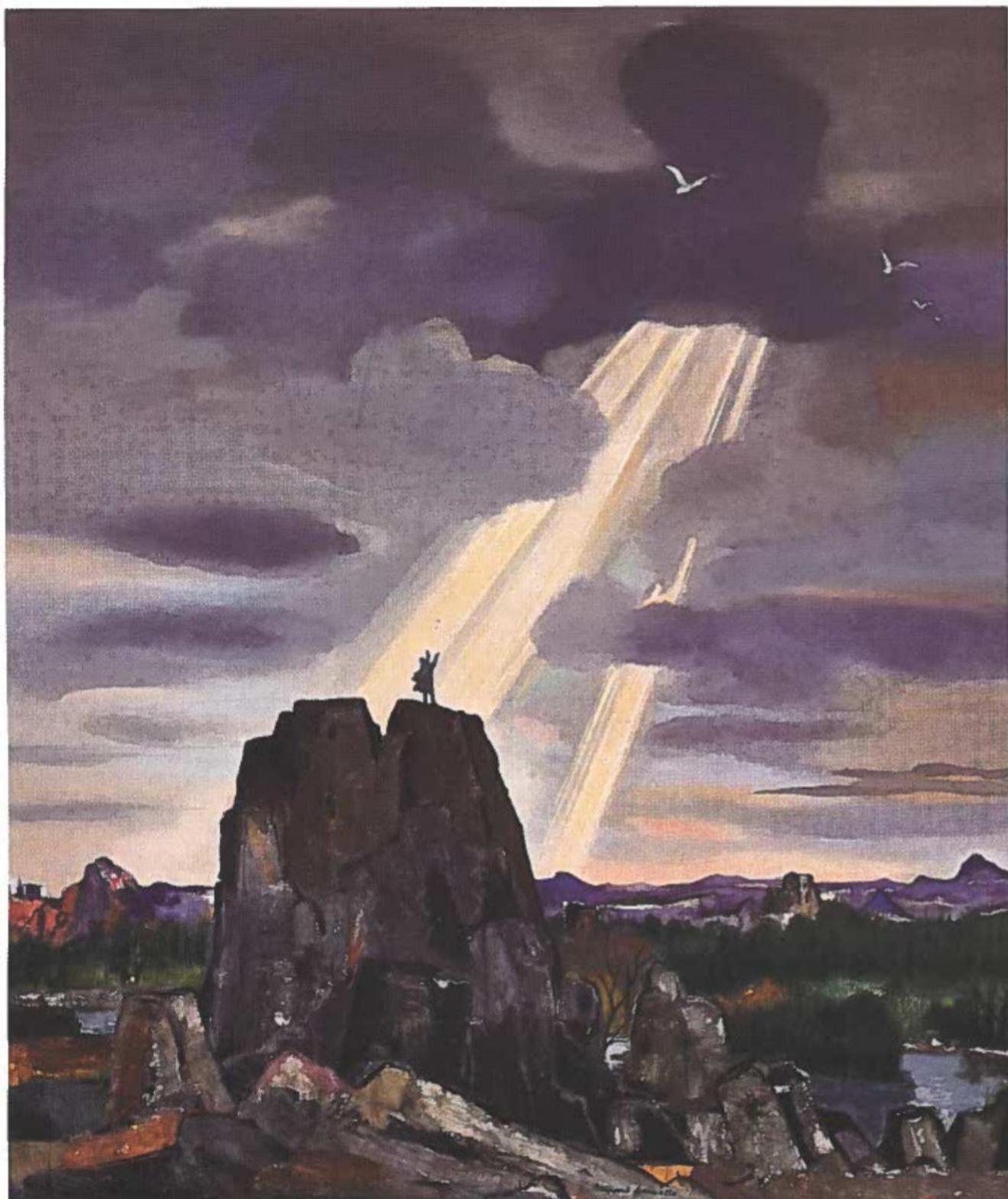
No. FT-2-1942

Radio Retailing-Today
Broadcasting
Proceedings of the IRE
Electronics
Q S T

March
March 23
April
April
May

C. D.
Record Book
Charles Beard
7/6/42

ny



Victory

The great "Symphony No. 5," by Ludwig van Beethoven, interpreted by Bernard Lamotte for the Capehart Collection. One of the noblest compositions in the history of music, the famous Fifth was written in 1807, a tragic year in the life of the composer. The symphony is said to celebrate the final triumph of man over the Fate which would overcome him. The opening theme of the first movement, "the knock of Fate on the door," is the V for Victory motif adopted by the United Nations.



Capehart Chippendale, with time-proved record changer that turns the records over. Control stations may be placed throughout your home. Radio equipped for FM.

The wars of the world are not all fought on battle-fields. There are the individual struggles of the soul. Fear crowds in, a sense of futility rises, and all the color of life is dull and gray.

At such a time, man needs some inspiration beyond his own powers . . . some deep assurance that the conflict will end in triumph. Music, supremely, can offer it.

For music, the voice of man's experience through the ages, is more than

concerto, or symphony, or dance. Music is a song of courage, a victory over disillusion, a guide to harmonious living in troubled worlds!

This is the particular knowledge of the Capehart owner, for the Capehart is a supreme interpreter of the world's great music. The Capehart in the home is a possession valued far above the price.

Today, the building of the Capehart has ceased, and the Farnsworth Television & Radio Corporation is devoting its

entire manufacturing facilities to war production. But you can look forward tomorrow to an even finer Capehart!

In the meantime, the Capehart dealer is ready to advise you on all your musical requirements, such as the selection of new records.

And he offers service worthy in all ways of "the finest instrument for musical reproduction." The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

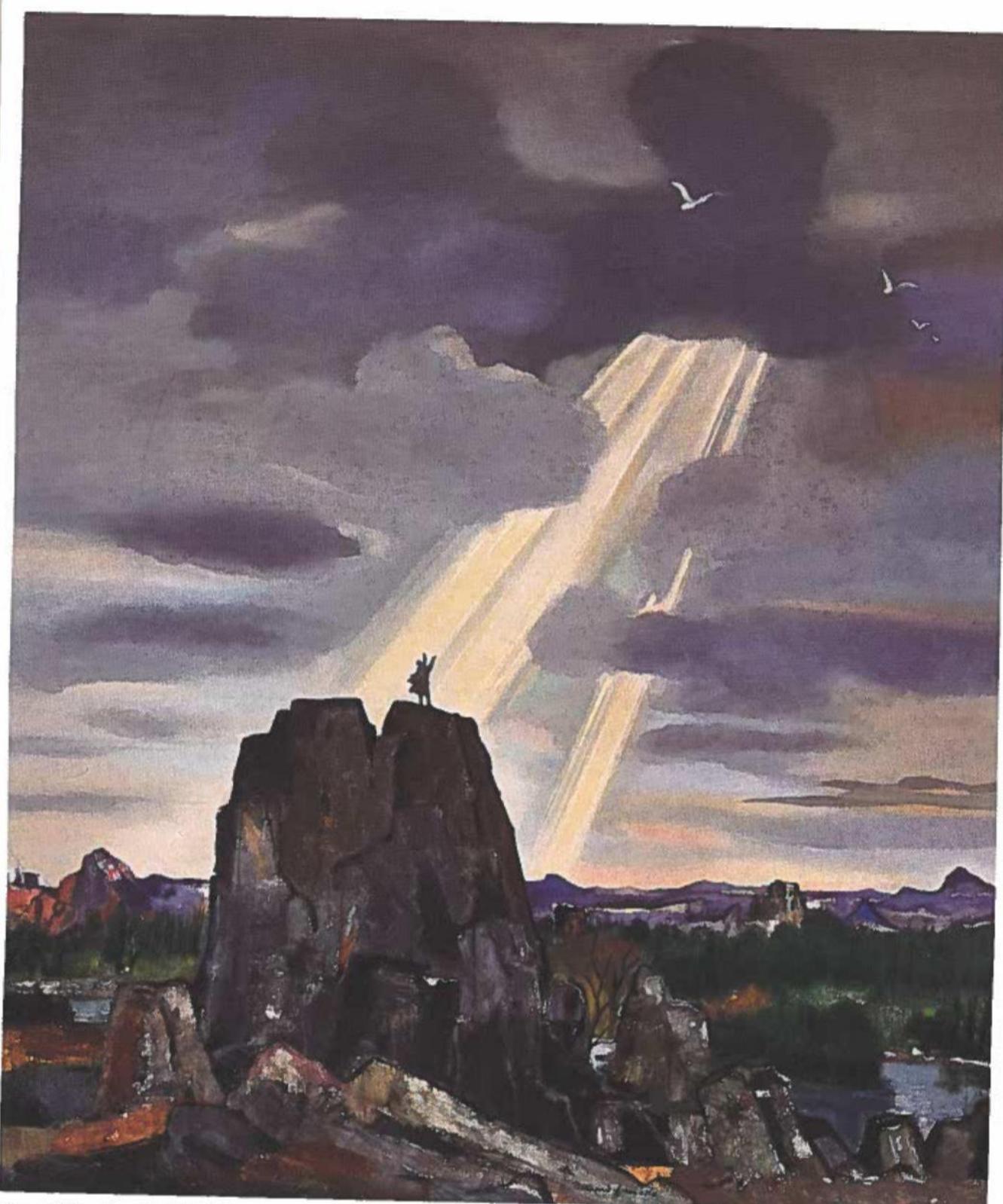
C. D.

Record

Beardsley

4/8/42

7



The great "Symphony No. 5," by Ludwig van Beethoven, interpreted by Bernard Lamotte for the Capehart Collection. One of the noblest compositions in the history of music, the famous Fifth was written in 1807, a tragic year in the life of the composer. The symphony is said to celebrate the final triumph of man over the Fate which would overcome him. The opening theme of the first movement, "the knock of Fate on the door," is the V for Victory motif adopted by the United Nations.

Victory



Capehart Chippendale, with time-proved record changer that turns the records over. Control stations may be placed throughout your home. Radio equipped for FM.

The wars of the world are not all fought on battle-fields. There are the individual struggles of the soul. Fear crowds in, a sense of futility rises, and all the color of life is dull and gray.

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For music, the voice of man's experience through the ages, is more than

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This is the particular knowledge of the Capehart owner, for the Capehart is a supreme interpreter of the world's great music. The Capehart in the home is a possession valued far above the price.

Today, the building of the Capehart has ceased, and the Farnsworth Television & Radio Corporation is devoting its

entire manufacturing facilities to production of essential war matériel.

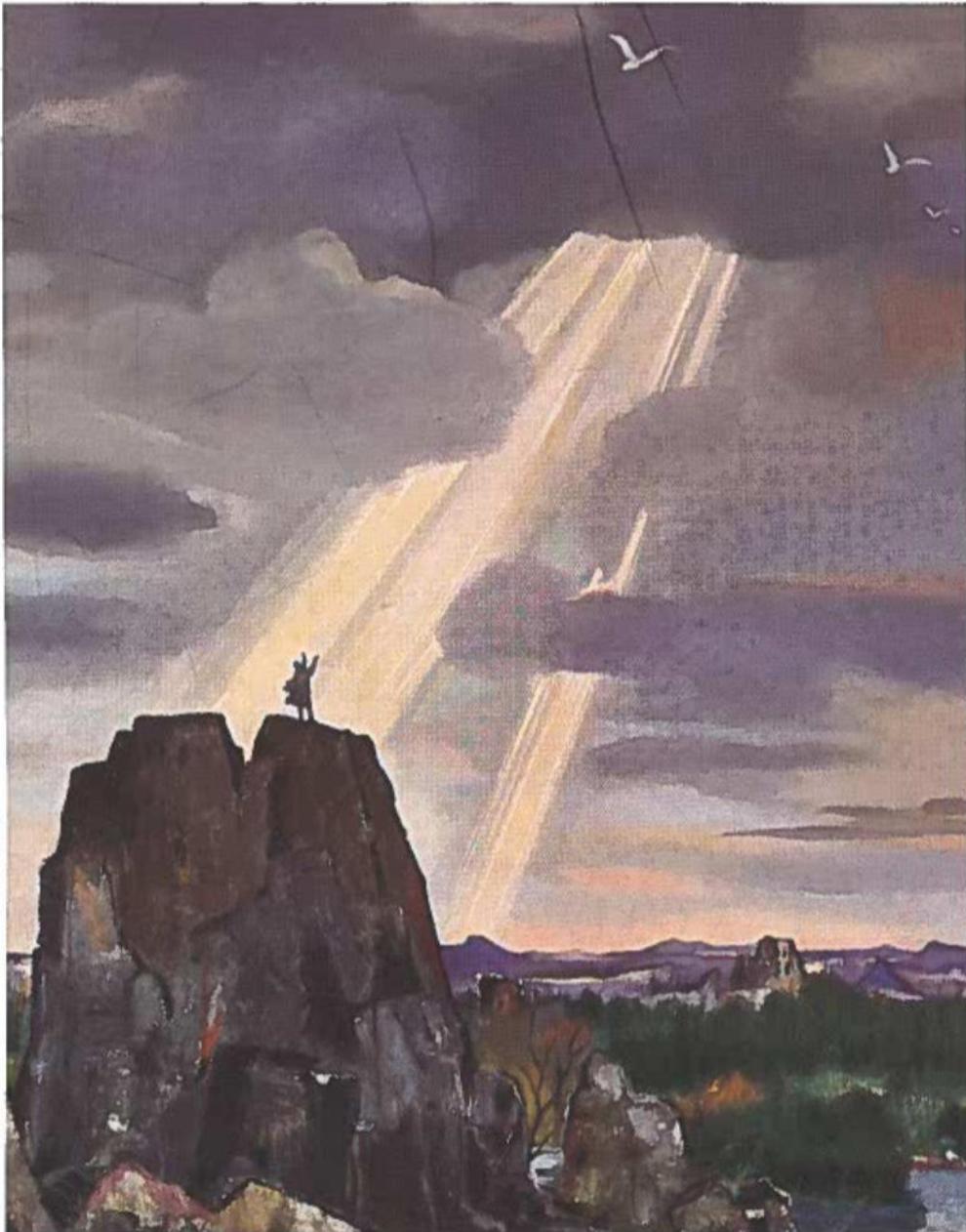
If your Capehart dealer cannot supply you with a Capehart or a Capehart Panamuse, he nevertheless is ready to advise you on all your musical requirements, including selection of recordings.

And he offers service worthy in every way of "the finest of all instruments for musical reproduction." The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

CAPEHART - PANAMUSE - FARNSWORTH

GREATER NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

C. D.
Record Book
Chas. Beardaley
4/16/42



Victory

The great "Symphony No. 5" by Ludwig van Beethoven, interpreted by Bernard Lamotte for the Capehart Collection. One of the noblest compositions of all musical history, the famous Fifth was written in 1807, a tragic year in the life of the composer. The symphony is said to celebrate the triumph of man over the Fate which would overcome him. The opening theme of the first movement, "the knock of Fate on the door," is the V for Victory motif adopted by the United Nations.



Capehart Chippendale, with time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home.

The wars of the world are not all fought on battle-fields. There are the individual struggles of the soul. Fear crowds in, and all the color of life is dull and gray.

At such a time, man needs some inspiration beyond his own powers . . . some deep assurance that the conflict will end in triumph. Music, supremely, can offer it.

For music, the voice of man's experience through the ages, is more than concerto, symphony, or dance. Music is a song of courage, a victory over disillusion, harmonious living in troubled worlds!

This is the particular knowledge of the Capehart owner, for the Capehart is a supreme interpreter of all great music.

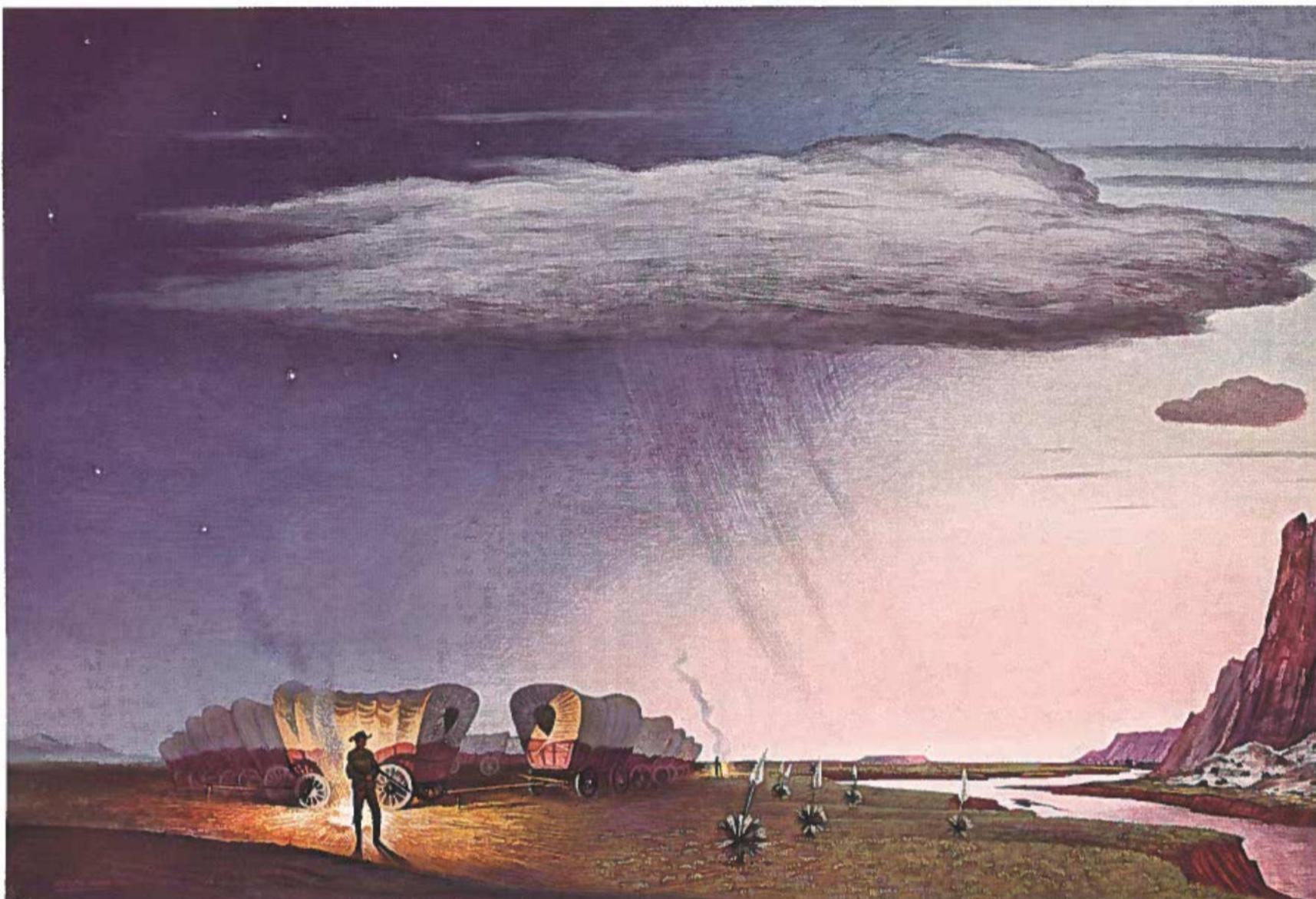
Today, the Farnsworth Television & Radio Corporation is devoting its entire manufacturing facilities to war production. If the Capehart dealer cannot supply you with a Capehart or a Capehart-Panamuse, he nevertheless can advise you on your musical requirements, including the selection of recordings.

For your dealer's name write the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

CAPEHART - PANAMUSE - FARNSWORTH
GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

REVISED

O. I.
Record
Charles
5/2



"From the New World Symphony," by Antonin Dvořák, interpreted for the Capehart Collection by Peter Hurd. The composer spent considerable time in Iowa and in New York, where he finished the famous symphony in May, 1893. One of the most popular themes is reminiscent of "O Suzanna," sung by covered wagon pioneers on the way west over the Old Oregon Trail.

To a New World



Capehart EARLY GEORGIAN, with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio reception. Control stations may be placed throughout your home.

For all men, sometime in life, the best hopes fail. Journeys of the heart through well-loved country end in barrier and wall. The sun goes down, apparently to stay.

Then the spirit seeks a new world of incentive — and finds it, superlatively, in music. For music, interpreted by the Capehart Phonograph-Radio, is more than melody and sound. It is a far horizon, a source of inspiration, a spokesman for thoughts that are deep and true.

Today the pleasures of the Capehart are reserved for those fortunate people who already own this fine musical instrument, or who select one from models remaining in dealers' showrooms.

For the building of the Capehart home and the Farnsworth Television & Radio Division is devoting its entire manufacturing capacity to the production of essential war material.

But the Capehart will again bring lasting pleasure to more lovers of fine music, who may look forward to the purchase of one of the finest of all products.

In the meantime, the Capehart and the Panamuse dealer is ready to advise you on your musical needs, including selection of the best.

And he offers service in every way — "the finest of all instruments for musical reproduction." The Capehart Division of the Farnsworth Television & Radio Corporation, Ft. Worth, Texas.

Capehart - Panamuse - Farnsworth

GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

C. D.
Record Book
Charles J. Bardsley
5/29/42

73



"From the New World Symphony," by Antonin Dvořák, interpreted for the Capehart Collection by Peter Hurd. This Bohemian composer wrote the symphony in New York. One of its most popular themes is reminiscent of "O Suzanna," sung by covered wagon pioneers on the way west over the Old Oregon Trail.

To a New World



Capehart EARLY GEORGIAN with time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home.

For all men, sometime in life, the best hopes fail. Journeys of the heart through well-loved country end in barrier and wall. The sun goes down.

Then the spirit seeks a new world of incentive—and finds it, superlatively, in music. For music, interpreted by the Capehart Phonograph-Radio, is more than melody and sound. It is a far horizon, a source of inspiration, a spokesman for thoughts that are deep and true.

Today the pleasures of the Capehart are reserved for those who already own this fine instrument, or who select one from models remaining in showrooms.

For the building of the Capehart has ceased, and the Farnsworth Television & Radio Corporation is devoting its entire manufacturing facilities to the production of essential war matériel.

But the Capehart will again bring lasting delight to more lovers of fine music, who may look forward to the purchase of one of the finest of all possessions.

In the meantime, the Capehart and the Capehart-Panamuse dealer will advise you on all your musical needs, including selection of recordings. The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

Capehart-Panamuse-Farnsworth

G R E A T N A M E S I N E L E C T R O N I C S — M U S I C A L R E P R O D U C T I O N — T E L E V I S I O N

Proof FROM **RETAILING**
HOME FURNISHINGS

8 EAST 13TH STREET, NEW YORK

Date of insertion indicated just above advertisement.
Please return this proof with your O.K. or corrections—otherwise advertisement will be inserted as shown here.
Final closing of forms Wednesday preceding date of publication—
Cancellations can not be accepted later than that.
Corrections received later than 6 P.M. Thursday preceding date of publication can not be made.
Advertisements set and not used ~~will be~~ at cost. Corrections allowed to 25 per cent of original setting; excess charged at cost of composition.

PLEASE DO NOT GIVE VERBAL INSTRUCTIONS TO MESSENGERS

Mon June 15 Farnsworth Radio & Television Corp 140x3 Ret HF 36449

To the
Farnsworth Dealers
of 194?

ALL manufacturing facilities, financial resources and personnel effort of the Farnsworth Television & Radio Corporation are now being devoted 100 per cent to our nation's war program, and that is as it should be.

Our organization was engaged in the production of war material long before the cessation of civilian radio production became an industry requirement. Consequently, the period of complete conversion of our plants has been greatly lessened.

Our organization remains intact — every man in our management group, engineer-

ing, factory, sales and advertising, is now working on new assignments of such magnitude that it is inevitable their scope of knowledge and vision will be broadened by the tremendous effort required — they are learning how to do things better and on a greater scale.

It is apparent that we will emerge a greater organization prepared and able to pick up our peacetime program and greatly accelerate and expand the progress we had so notably achieved in the field of musical reproduction, radio, television and allied phases of electronics.

During peacetime the fundamental policies of Farnsworth as a Corporation were always controlled by the cardinal principle that we should concentrate our efforts in the field of electronics.

Of importance to the Farnsworth dealers of today and the future is the fact that during wartime all of our work is also being conducted in the field of our original choice — the things we are doing today will indeed mean a great deal to our distributors and dealers of tomorrow. Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana.

Farnsworth

MANUFACTURERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. AIRCRAFT RADIO EQUIPMENT. THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADOS

C. D.
Record E

6/19,

Janie

6-19-4

To the Capehart Dealers of 194?

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Of importance to the Capehart dealers of today and the future is the fact that during wartime all of our work is also being conducted in the field of our original choice—the things we are doing today will indeed mean a great deal to our dealers of tomorrow. The Capehart Division of Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana.

The Capehart The Capehart-Panamuse

Ad FT-3-1942—7 3-4 x 10 3-8 in.

PREPARED FOR APPEARANCE IN MUSIC TRADES, JUNE, 1942
PIANO TRADE MAGAZINE, JULY, 1942

C. D.
Record B
JW
*Jan
6-19*

To the Farnsworth Dealers of 194?

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Farnsworth

MANUFACTURERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. AIRCRAFT RADIO EQUIPMENT. THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADOS

Ad FT-3-1942—7 x 10 in.

PREPARED FOR APPEARANCE IN RADIO RETAILING, JUNE, 1942
RADIO & TELEVISION JOURNAL, JUNE, 1942
RADIO & TELEVISION WEEKLY, JUNE 17, 1942
RETAILING—HOME FURNISH., JUNE 15, 1942

C. D.
Record 1
W.F.
6

710
6-19

To the Farnsworth Dealers of 194?

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Farnsworth

MANUFACTURERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. AIRCRAFT RADIO EQUIPMENT. THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADOS

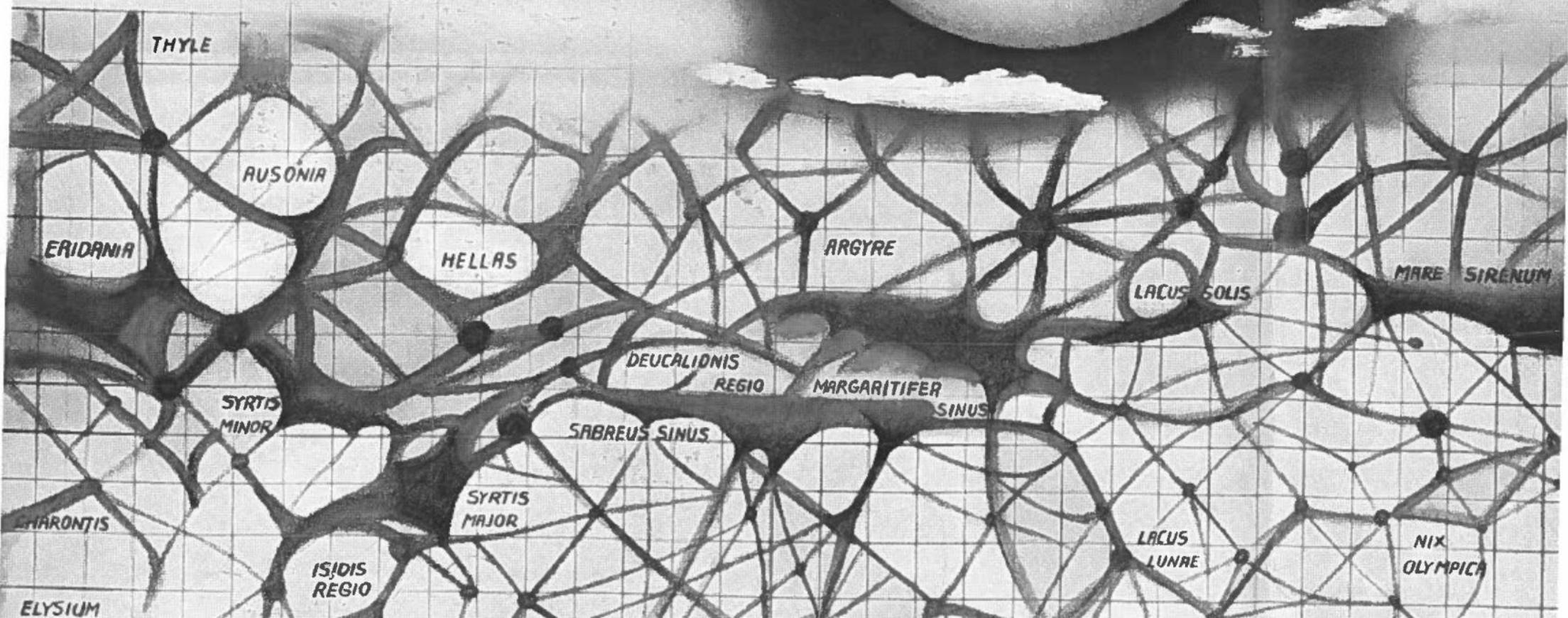
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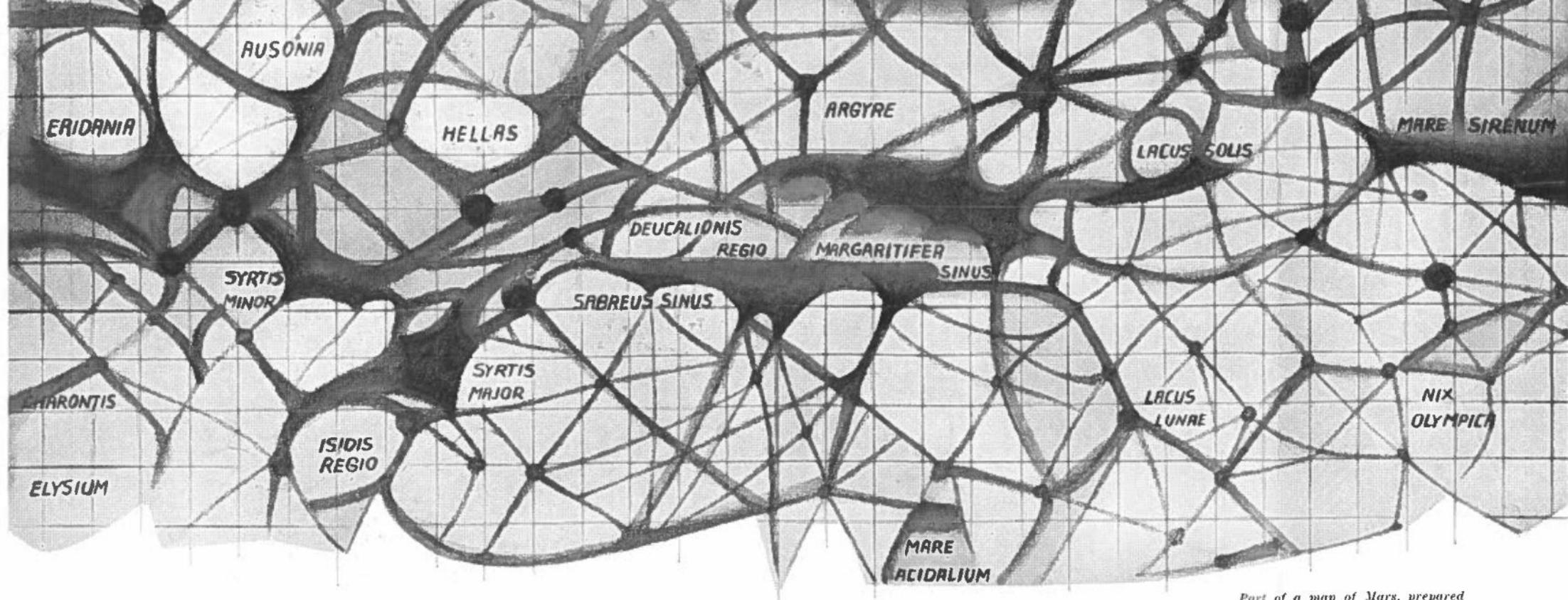
PREPARED FOR APPEARANCE IN RADIO RETAILING, JUNE, 1942
RADIO & TELEVISION JOURNAL, JUNE, 1942
RADIO & TELEVISION WEEKLY, JUNE 17, 1942
RETAILING—HOME FURNISH., JUNE 15, 1942

C. D.
Record Book
Boardsley 6/29/42

6.29.42

HOW COLD IS IT ON MARS TONIGHT?





Part of a map of Mars, prepared from photographs taken at an American observatory. Temperatures on Mars will vary from 40° F. above zero to about 150° below zero.

PERHAPS that may seem a trivial question to you. Yet for centuries, scientists have been trying to unlock the secrets hidden in the dark reaches of the Universe. Secrets which some day may change the whole course of human existence.

Today, truly amazing instruments are measuring sun, moon and stars. Among them are the Farnsworth Photo-Cell Multiplier Tube and Dissector Tube . . . used by scientists to help push time and space aside, and bring new worlds in sharper, clearer focus. These tubes, and many other discoveries in the field of electronics, have resulted from Farnsworth's 15 years of research in television.

With our nation at war, the Farnsworth laboratories are now devoting their skill to the development of new weapons for our armed forces. The great Farnsworth plants, with

thousands of employees and 10 years' experience in the manufacture of the famous Capehart Phonograph-Radio, are producing precision electronic instruments in endless stream.

But progress in television is still proceeding! This is one of the world's great industries, destined to play a magnificent part in our national post-war economy.

How far off is that day, no one knows. But your purchase of War Bonds *today* will bring it nearer! And you will be building soundly for the future, when the purchase of an airplane, a motor car, a television set, or perhaps a new home may be your urgent desire.

Meanwhile, Farnsworth is steadily marching toward the day when the realm of science, the news of the day, the music of life will appear on a magic screen *in your own home*.

G. H. Nichols
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

- Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

FARNSWORTH TELEVISION

about to be fixed
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2nd Reins

C. D.

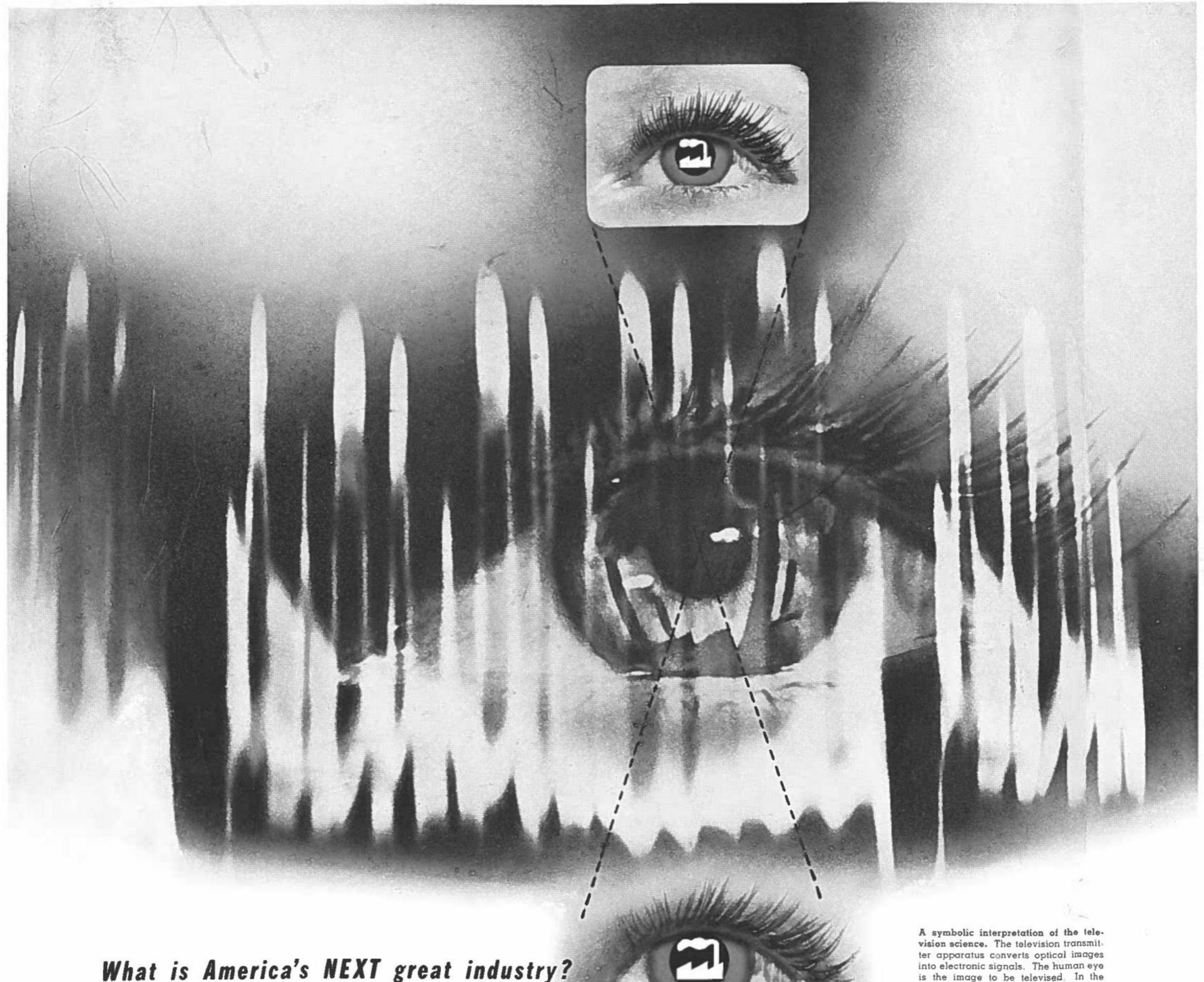
Record Book

Beardsley

7/24/42

Nautilus

7-27-42



What is America's **NEXT** great industry?

A symbolic interpretation of the television science. The television transmitter apparatus converts optical images into electronic signals. The human eye is the image to be televised. In the



What is America's **NEXT** great industry?

THERE is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfilment of a great dream — *television in the homes of the nation*.

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the limit of capacity in producing fine electronic equipment for our armed forces all over the world.

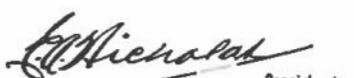
But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the knowledge gained through 15 long years of research and discovery, and 14 years' experience in the precision manufacture of the Capehart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a wartime to a peacetime basis. After the war television may duplicate the spectacular growth of the automobile industry, which did so much

to pull America out of the depression that followed the first World War.

Until that day comes, few can enjoy the pleasures of television. But you can prepare for an earlier tomorrow by buying War Bonds *now!* The Government needs your investment, and you, too, will be building soundly for the future, when you may want to purchase a home, a car, an airplane, a television set.

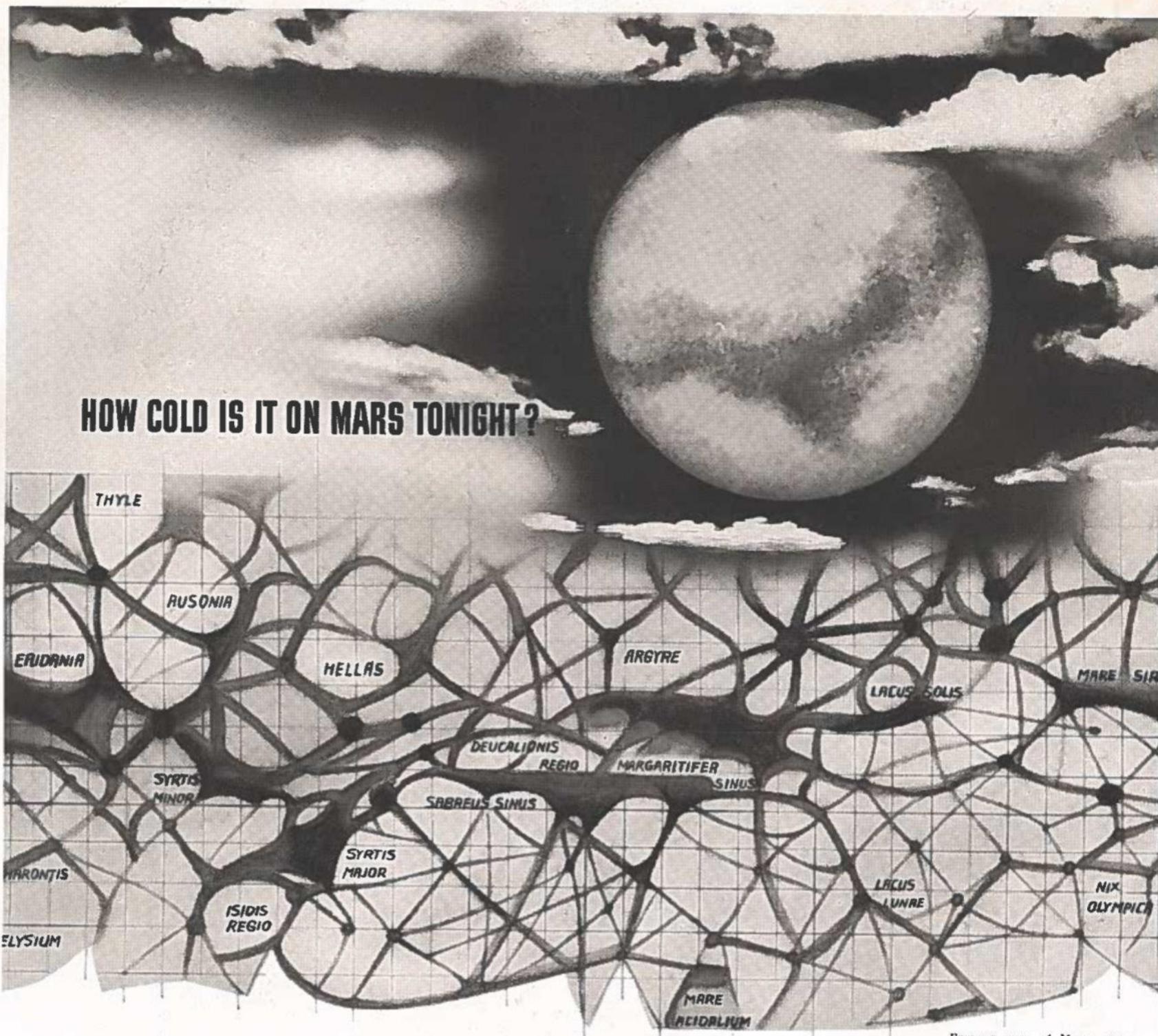
Meanwhile, watch Farnsworth. It is our purpose that the name of Farnsworth shall loom bright and clear upon the future's magic screen — television.


G. M. Liebenthal
President

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FAIRNSWORTH TELEVISION

Rec
Bea



From a map of Mars, prepared from photographs taken at an American observatory. Temperatures on Mars vary from 40° F. above zero to about 150° below.

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Now, with America at war, great Farnsworth plants and laboratories, with thousands of employees and 10 years' experience in the manufacture of the famous

Capehart Phonograph-Radio, are producing precision electronic instruments in endless stream.

But progress in television is still proceeding! This is one of the world's great industries, destined to play a magnificent part in our national post-war economy.

How far off is that day, no one knows. But your purchase of War Bonds today will bring it nearer! And you will be building soundly for the future, when the purchase of an airplane, a television set, or perhaps a new home may be your urgent desire.

Meanwhile, Farnsworth is steadily marching toward the day when the realm of science, the news of the day, the music of life will appear on a magic screen in your own home.

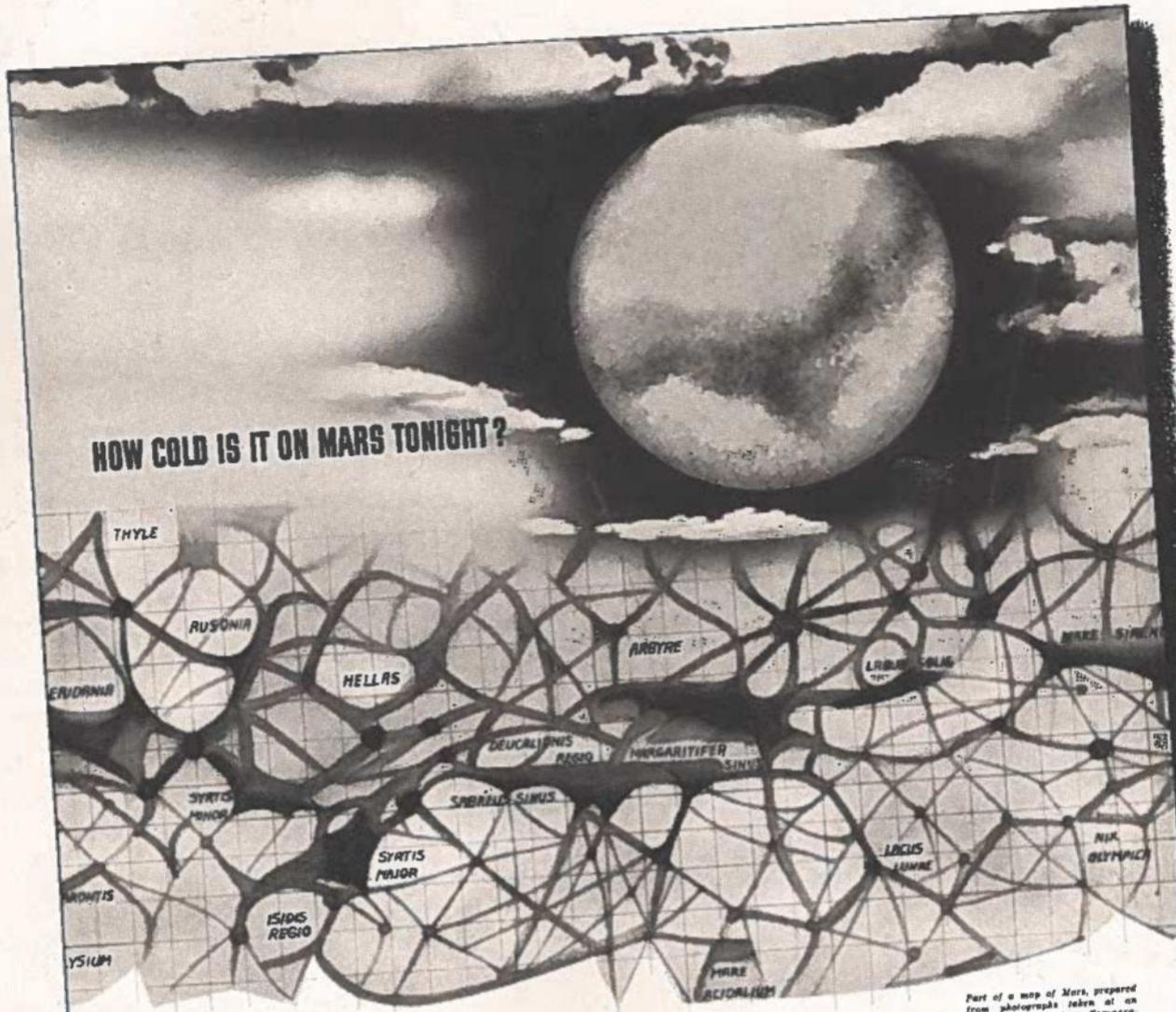
Ed Farnsworth
President
Farnsworth Television & Radio
Corporation, Fort Wayne, Indiana

• Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

FARNSWORTH TELEVISION

C. D.
Record Book
Beardsley
1/20/42

O. C. D. C. D. C. D.



Part of a map of Mars, prepared from photographs taken at an American observatory. Temperatures on Mars still vary from 40° F. above zero to about 180° below zero.

Perhaps that may seem a trivial question to you. Yet for centuries, scientists have been trying to unlock the secrets hidden in the dark reaches of the Universe. Secrets which some day may change the whole course of human existence.

Today, truly amazing instruments are measuring sun, moon and stars. Among them are the Farnsworth Photo-Cell Multiplier Tube and Dissector Tube . . . used by scientists to help push time and space aside, and bring new worlds in sharper, clearer focus. These tubes, and many other discoveries in the field of electronics, have resulted from Farnsworth's 15 years of research in television.

With our nation at war, the Farnsworth laboratories are now devoting their skill to the development of new weapons for our armed forces. The great Farnsworth plants, with

Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Cepheus, the Cepheus-Panasonic, and the Farnsworth Phonograph-Radios

thousands of employees and 10 years' experience in the manufacture of the famous Cepheus Phonograph-Radio, are producing precision electronic instruments in endless stream.

But progress in television is still proceeding! This is one of the world's great industries, destined to play a magnificent part in our national post-war economy.

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Meanwhile, Farnsworth is steadily marching toward the day when the realm of science, the news of the day, the music of life will appear on a magic screen in your own home.

W. H. Farnsworth
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

FARNSWORTH TELEVISION

- Farnsworth takes great pride in presenting to the music and radio trades of America the first in its distinguished new series of advertising on television. Tomorrow is television's world, and it is our purpose that the name of Farnsworth shall loom bright and clear upon the future's magic screen.

C. D.

Record Book
Beardsley
7/14/42
J



Le Lac des Cygnes (Swan Lake), by Tchaikovsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tchaikovsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince and a Princess who, under a sorcerer's spell, assumed the form of a swan. Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.

Melody at Dusk

Man's life is an alternating day and night — the sheer joy of living, and then the shadow of doubt. One moment is exultation, one moment a dark despair.

Part of the glory of music is its power to alter such moods. The symphony, the concerto, the dance, interpreted by the Capehart, can waken fresh hope, bring new courage to a world of turmoil and strife.

The laboratories and the vast factories of the Farnsworth Television & Radio Corporation now are devoted to building war materiel only. Production of the Capehart and the Capehart-Panamuse has ceased, and only in dealers' showrooms are there any of these

magnificent instruments remaining. You may see and hear them there.

Also, you may ask and receive from your Capehart dealer advice on all your musical requirements, including the selection of a piano, band instruments, and recordings. He will serve you with intelligence.

And you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment, and you will be building for the future when you may want to purchase a home, an airplane, a television set, or a phonograph-radio.

The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.



Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for Frequency Modulation reception. Control stations may be placed throughout your home and grounds.

CAPEHART — PANAMUSE — FARNSWORTH
GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

C. D.
Record Book
Beardsley
2/4/42
J.



Le Lac des Cygnes (Swan Lake), by Tchaikovsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tchaikovsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince and a Princess who, under a sorcerer's spell, assumed the form of a swan. Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or you may write direct to the Capehart Division.



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Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio. Control stations may be placed throughout your home and the grounds.

CAPEHART — PANAMUSE — FARNSWORTH

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

C. D.

Record Book

Beardsley

7/23/42

Z

Lac des Cygnes (Swan Lake), by Tschaikowsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tschaikowsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince and a Princess who, under a sorcerer's spell, assumed the form of a swan. Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.

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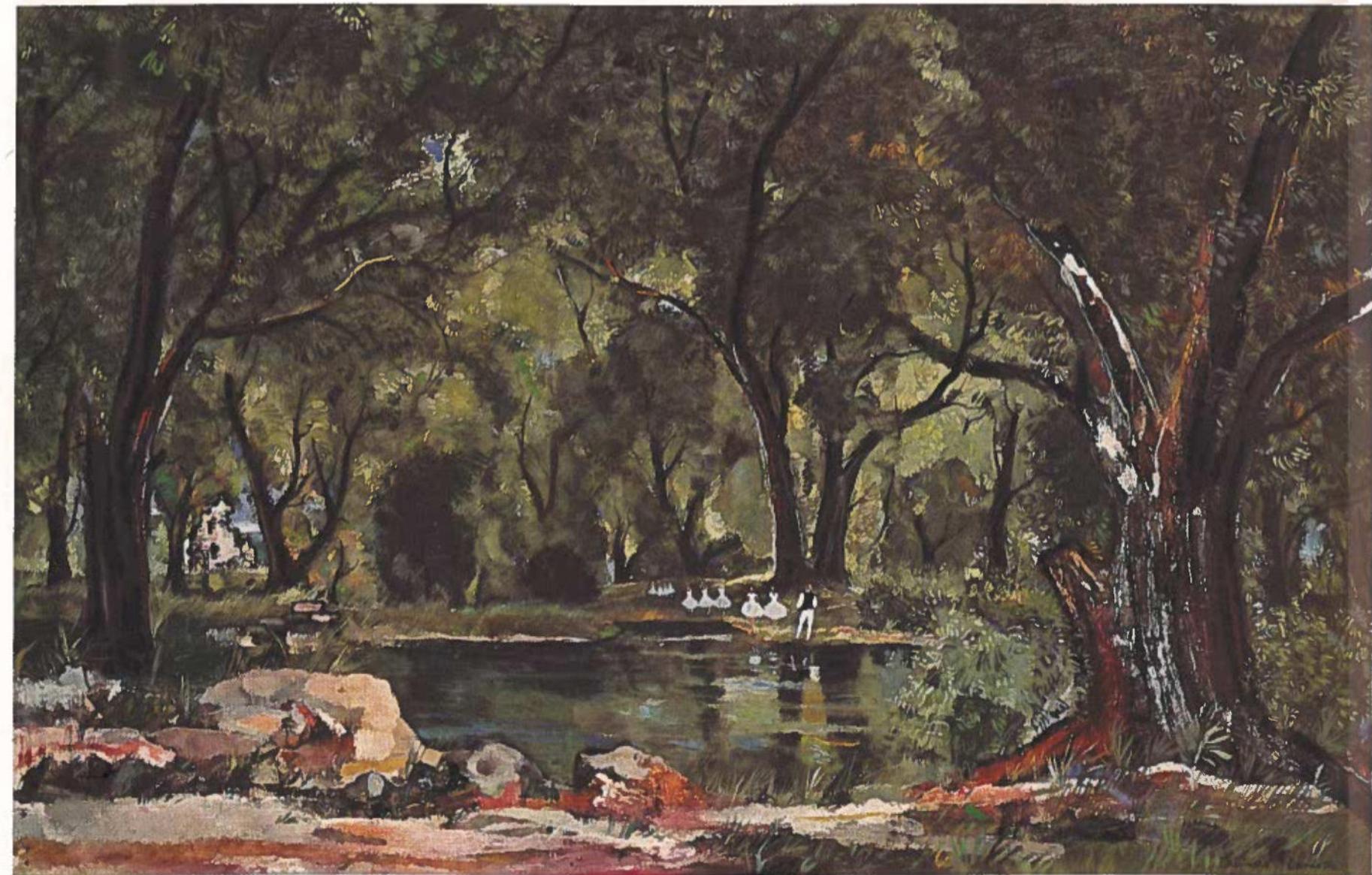
And you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment, and you will be building for the future when you may want to purchase a home, an airplane, a television set, or a Capehart.

The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for Frequency Modulation reception. Control stations may be placed throughout your home and grounds.

CAPEHART — PANAMUSE — FARNSWORTH
GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

C. D.
Record Book
Beardsley
7/22/62
JW



Le Lac des Cygnes (Swan Lake), by Tschaikowsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tschaikowsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince and a Princess who, under a sorcerer's spell, assumed the form of a swan. Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or you may write direct to the Capehart Division.



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The laboratories and the vast factories of the Farnsworth Television & Radio

Corporation now are devoted to building war matériel only. Production of the Capehart and the Capehart-Panamuse Phonograph-Radio has ceased, and only in dealers' showrooms are there any of these magnificent instruments still available. You are invited to see and hear them there, at your convenience.

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And you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment to win the war, and you will be building soundly for the future when you may want to purchase a new home, a new automobile, an airplane, a television set, or the De Luxe Capehart. The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio. Control stations may be placed throughout your home and the grounds.

CAPEHART — PANAMUSE — FARNSWORTH

GRE A T N A M E S I N E L E C T R O N I C S — M U S I C A L R E P R O D U C T I O N — T E L E V I S I O N

C. D.

Record Book

Bendix

7/29/42

7/29/42

HOW COLD IS IT ON MARS TONIGHT?

HEADLINE NOTE
Temperatures on Mars vary
from 40° F. above zero to
about 150° F. below zero.

• Manufacturers of Radio and Television
Transmitters and Receivers; Aircraft Radio
Equipment; the Farnsworth Dissector Tube;
the Capehart, the Capehart-Panamuse,
and the Farnsworth Phonograph-Radios.

PERHAPS that may seem a trivial question to you. Yet for centuries, scientists have been trying to unlock the secrets hidden in the dark reaches of the Universe. Secrets which some day may change the whole course of human existence.

Today, truly amazing instruments are measuring sun, moon and stars. Among them are the Farnsworth Photo-Cell Multiplier Tube and Dissector Tube . . . used by scientists to help push time and space aside, and bring new worlds in sharper, clearer focus. These tubes, and many other discoveries in the field of electronics, have resulted from Farnsworth's 15 years of research in television.

With our nation at war, the Farnsworth laboratories are now devoting their skill and knowledge to the development of new weapons for our armed forces. The great Farnsworth plants, with thousands of employees and 10 years' experience in the manufacture of the famous Capehart Phonograph-Radio, are producing precision electronic instruments in endless stream.

But progress in television is still proceeding! This is one of the world's great industries, destined to play a magnificent part in our national post-war economy.

How far off is that day, no one knows. But your purchase of War Bonds today will bring it nearer! And you will be building soundly for the future.

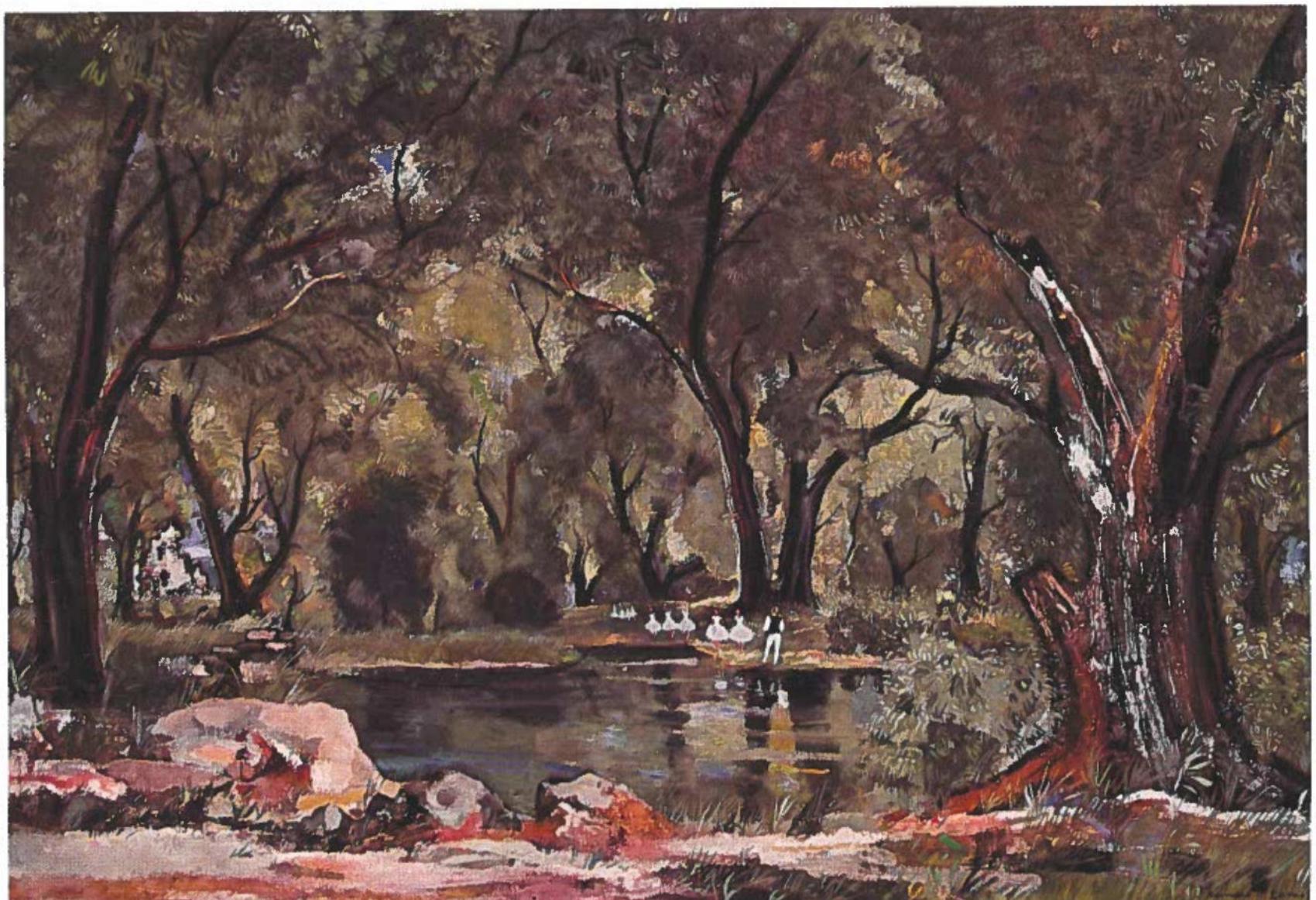
Of great importance to Farnsworth and Capehart dealers is the fact that although our work is on war projects now, it still lies within the field of our original choice.

When the war is finally won and television becomes a living reality in the homes of the nation, you may be sure that the name of Farnsworth will be a famous household word.

John T. Farnsworth
President
Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

FARNSWORTH TELEVISION

C. D.
Record B
Beardsley
7/30/42
Fay



Lac des Cygnes (Swan Lake), by Tchaikovsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tchaikovsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince and a Princess who, under a sorcerer's spell, assumed the form of a swan. Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.

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The laboratories and the vast factories of the Farnsworth Television & Radio Corporation now are devoted to building war materiel only. Production of the Capehart and the Capehart-Panamuse has ceased, and only in dealers' showrooms are there any of these

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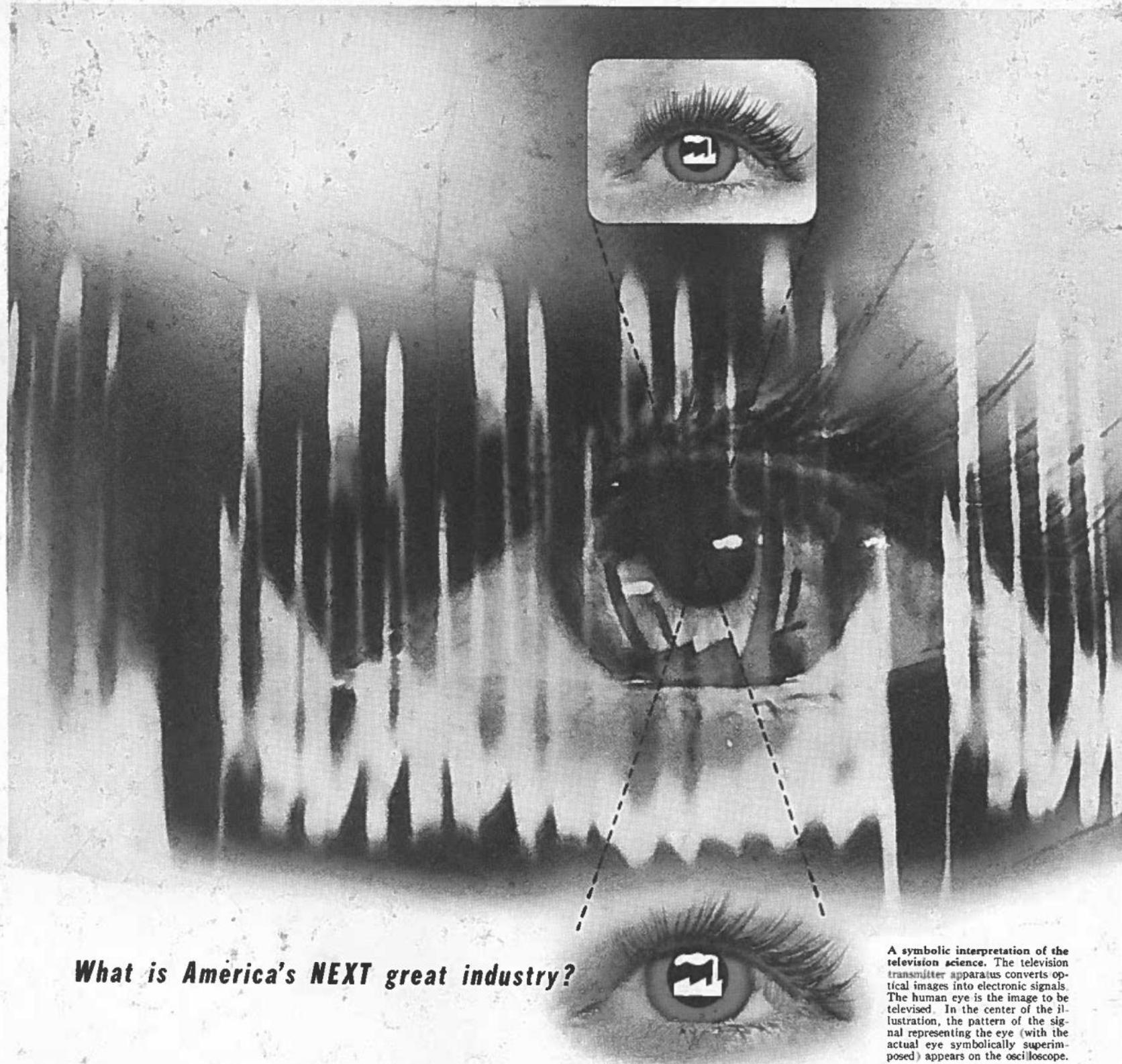
The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.



Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for Frequency Modulation reception. Control stations may be placed throughout your home and grounds.

CAPEHART — PANAMUSE — FARNSWORTH
GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

C. L.
Record
Beard



What is America's **NEXT** great industry?



A symbolic interpretation of the television science. The television transmitter apparatus converts optical images into electronic signals. The human eye is the image to be televised. In the center of the illustration, the pattern of the signal representing the eye (with the actual eye symbolically superimposed) appears on the oscilloscope.

THERE is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfilment of a great dream — television in the homes of the nation.

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the very limit of capacity in producing fine electronic equipment for our armed forces all over the world.

- Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the experience gained through 15 long years of research and discovery, and 14 years' precision manufacture of the Capehart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a wartime to a peacetime basis! After the war television may duplicate the spectacular growth of the automobile industry, which did so much to pull

America out of the depression that followed World War I.

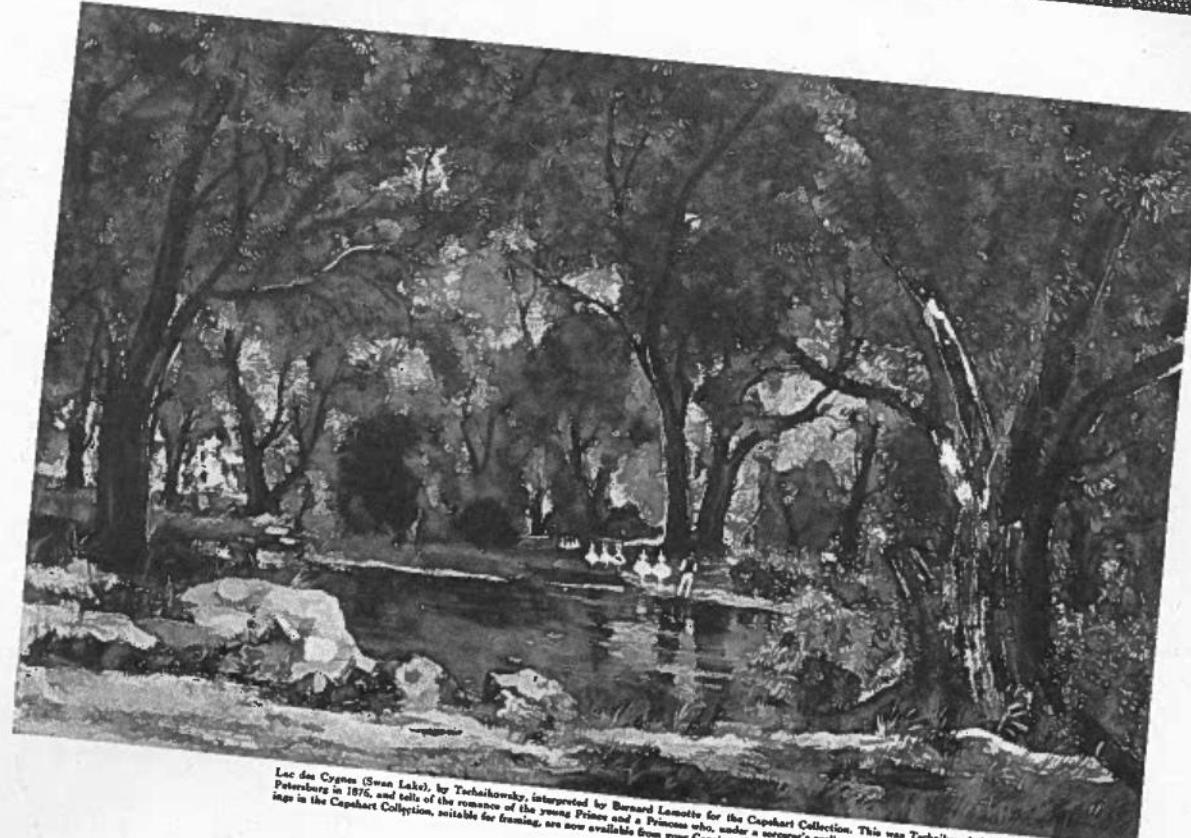
Until then, few can enjoy television. But you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment, and you, too, will be building soundly for the future, when you may want to purchase a home, a car, a television set.

Meanwhile, watch Farnsworth closely. It is our purpose that the name of Farnsworth shall loom bright and clear upon the future's magic screen — television.

G. M. Nichols
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

FARNSWORTH TELEVISION

C. D.
Record Book
Beardsley



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The laboratories and the vast factories of the Farnsworth Television & Radio

Corporation now are devoted to building war materiel only. Production of the Capehart and the Capehart-Panamuse Phonograph-Radio has ceased, and only in dealers' showrooms are there any of these magnificent instruments still available. You are invited to see and hear them there, at your convenience.

Also, you may ask and receive from your Capehart dealer advice on all your musical requirements, including the selection of a piano, band instruments, sheet

music and the latest recordings. He will serve you with intelligence and care.

And you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment to win the war, and you will be building soundly for the future when you may want to purchase a new home, a new automobile, an airplane, a television set, or the De Luxe Capehart. The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



Capehart De Luxe Chippendale with the time-proven record changer that turns the records over. The Capehart is equipped for FM radio. Control stations may be placed throughout your home and the grounds.

CAPEHART - PANAMUSE - FARNSWORTH
GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

Capehart goes right on

The great factories and laboratories of the Farnsworth Television & Radio Corporation, builders of the Capehart, are wholly engaged now in war production.

But the superb Capehart advertising goes right on — full-color pages in *Life*, *Fortune*, *Time*, *The New Yorker*, *Newsweek*, *Business Week*, and *U. S. News* — building for the days

after the victory. The public forgets a business if a business forgets the public. Farnsworth intends that the American public shall remember the world-famous Capehart and all that Capehart stands for.

FARNSWORTH TELEVISION & RADIO CORPORATION
THE CAPEHART DIVISION
FORT WAYNE INDIANA

C. P.
Record
Charles
8,

In the Dark of the Hour



Like a storm, unbidden moments of disappointment sweep into the heart of man. Dreams once known are vanished. A shadow is on the sun.

Yet this may be a mood, and moods can change. The glorious voice of the Capehart Phonograph-Radio can bring new inspiration to the darkened hour. The exultant chorale, the symphony, the melodic surge of the tone-poem, interpreted by the Capehart, offer fresh courage in a world of tumult and war.

The building of the Capehart has ceased, and the precision laboratories and vast plants of the Farnsworth Television & Radio Corporation are engaged solely in war production. Unless you now own a Capehart, or purchase one still remaining in dealers' showrooms, you must wait until victory to enjoy this superlative instrument.

But you can prepare for the war's earlier end by buying War Bonds! Your country needs your investment, and

you will be building soundly for the future, when you may want to purchase a home, a car, an airplane, a television set, or a phonograph-radio.

Meanwhile, your Capehart dealer offers you counsel on all your musical requirements, including the selection of a piano, an organ, band and orchestra instruments, sheet music and the latest recordings. . . . The Capehart Division of the Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

"The Engulfed Cathedral," by Claude Debussy, painted for the Capehart Collection by Raymond Breinin. In this rich, impressionistic tone-poem, the French composer tells the ancient Breton legend of the cathedral which, at certain seasons, rises in tolling splendor from the sea.

Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a moderate charge. Or write direct to the Capehart Division.

Capehart Early Georgian, with the time-proven record changer that turns the records over. The Capehart is equipped for FM radio reception.

C. D.
Record Book
Beardsley
9/4/42
7/



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'Capehart De Luxe Chippendale with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio. Control stations may be placed throughout your home and the grounds.

CAPEHART - PANAMUSE - FARNSWORTH
GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

THIS IS WORKING FOR YOUR TOMORROW

The great factories and laboratories of the Farnsworth Television & Radio Corporation, builders of the Capehart, are wholly engaged now in war production.

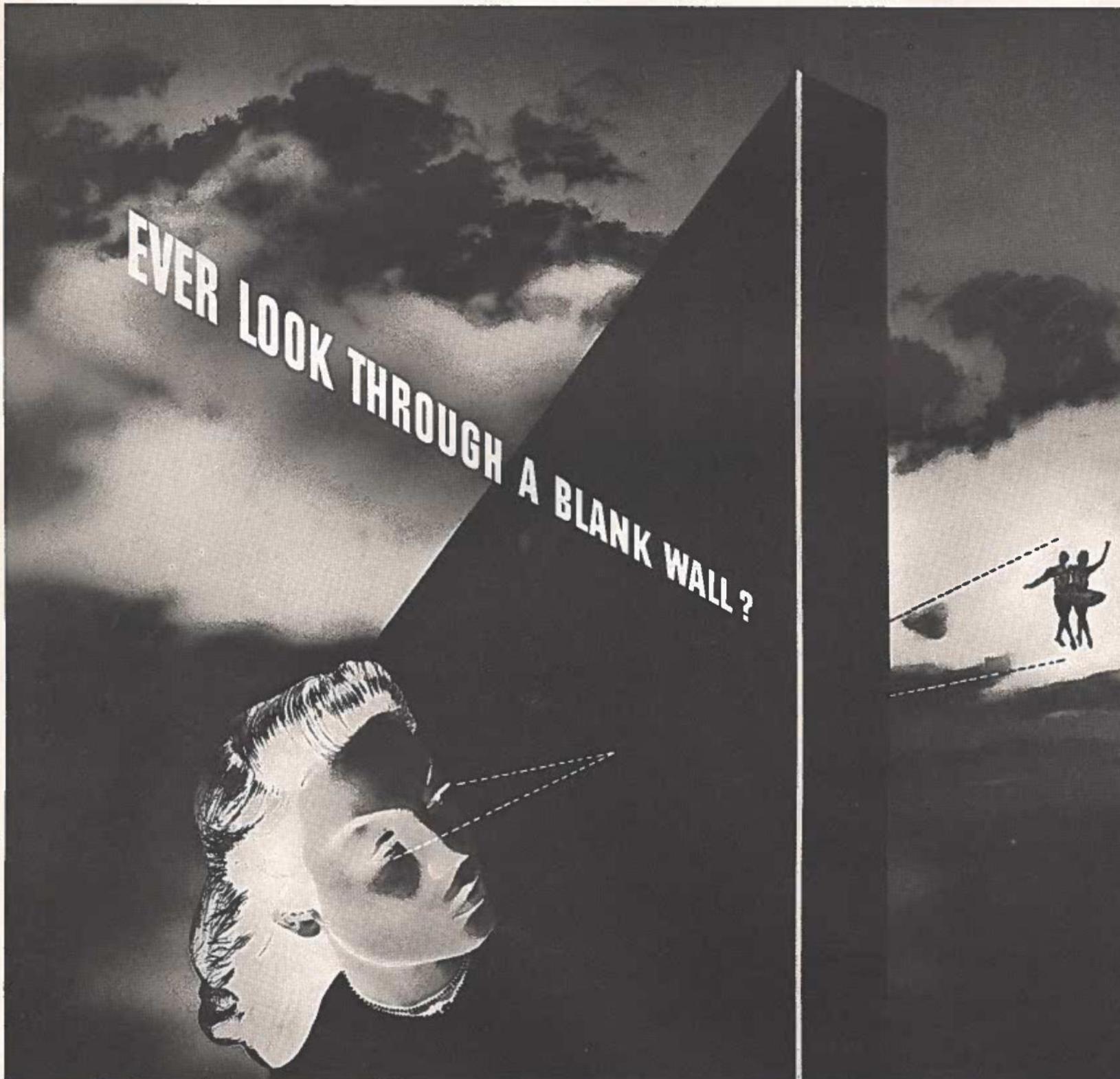
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FARNSWORTH TELEVISION & RADIO CORPORATION
THE CAPEHART DIVISION
FORT WAYNE

INDIANA

C. D.
Record Book
Beardsley
9/4/42



- Or around a corner, without moving from your chair?

It's really not as fantastic as it sounds. For television is ready to lead you into a realm of magic and surprise . . . to let you see through walls and over mountains, around corners and across plains.

Today, the Farnsworth laboratories are applying the knowledge gained through 15 years of delving into the mysteries of electronics directly to the war effort.

The large Farnsworth factories, with their thousands of highly skilled employees and their 14 years' experience in

the manufacture of the superb Capehart Phonograph-Radio, are producing large quantities of precision electronic instruments for our armed forces.

We cannot describe these instruments to you. But it would do your heart good to see the almost incredible things many of them accomplish.

We are glad to be able to tell you that progress in television is still going on, because of vital war production. Each contributes to the other. Today the television images are clearer, and even color is a reality. Here indeed may be

America's next great industry — a vital factor in post-war trade and employment.

You cannot have this marvelous new television until peace comes. But your purchase of War Bonds now will speed that day! Your country needs your investment; and you will be building soundly for the future, when you may want a new car, or home, or television set.

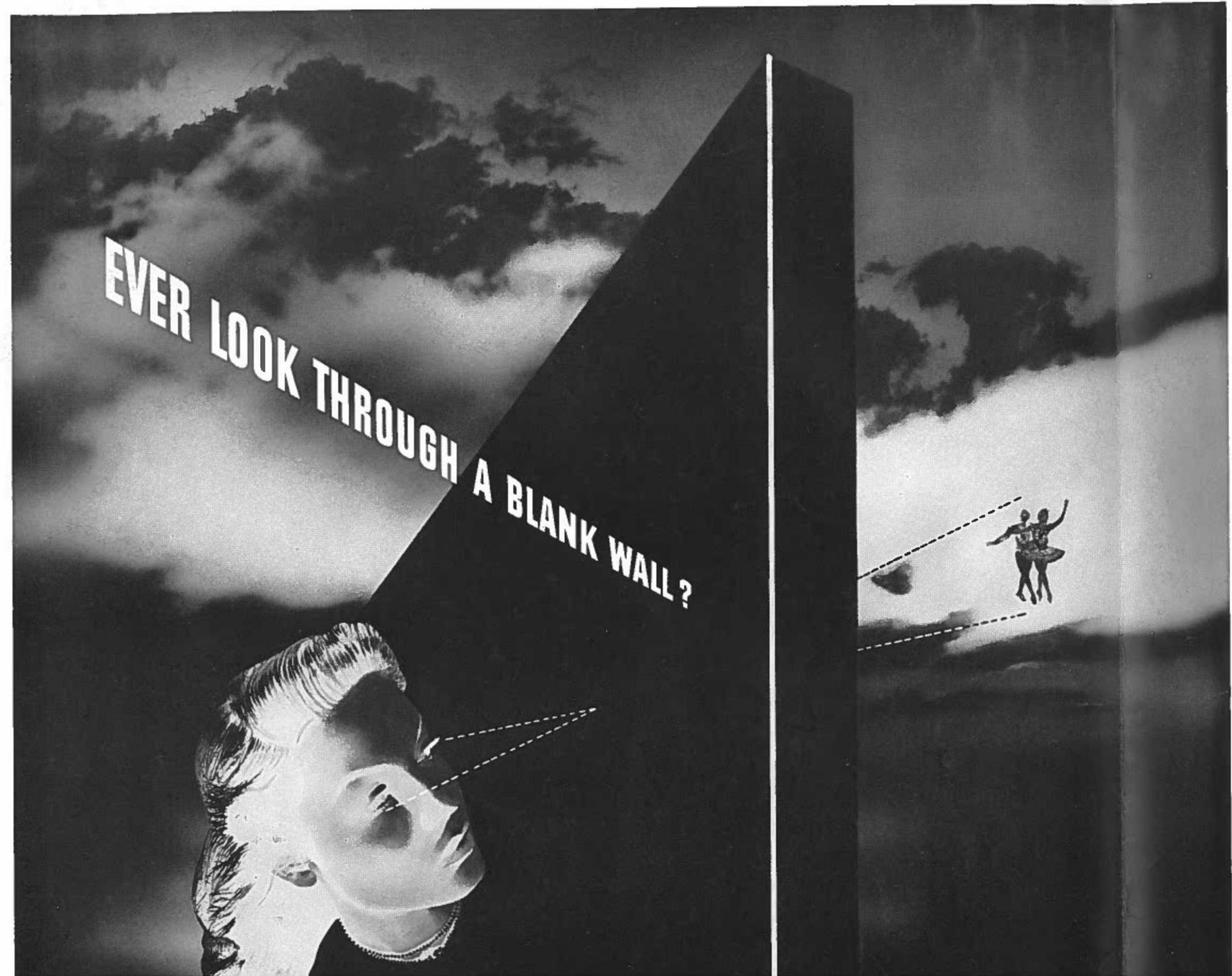
And when tomorrow comes, Farnsworth Television will be ready to bring the pageant of history, the splendor of art, the flourish and romance of life, *in bright parade daily through your home.*

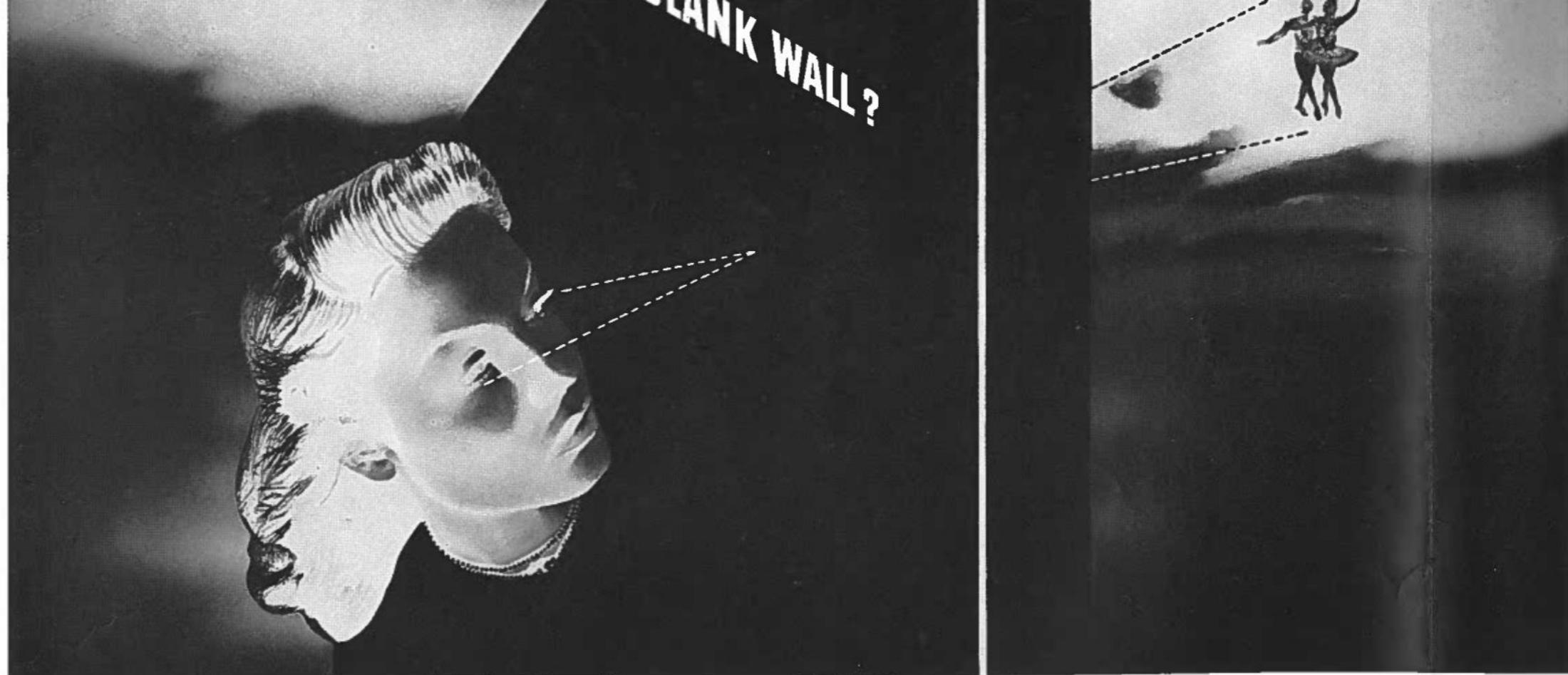
John T. Hirschel
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

- Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

FARNSWORTH TELEVISION

C. D.
Record Book
Beardsley
7-10-42
Francis
7-10-42





- Or around a corner, without moving from your chair?

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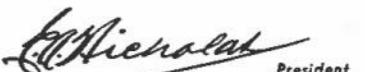
We cannot describe these instruments to you. But it would do your heart good to see them, and the almost incredible things many of them accomplish. And you can rest assured that no enemy country has equipment so fine or so far-reaching as that supplied our fighting men by the American electronics industry.

We are glad to be able to tell you that progress in television is still going on, hand-in-hand with vital war production. Each contributes to the other. Today's television screen is larger, the

image clearer, the telecasting distance greater. Even television in color is a reality. Many think that here lies America's next great industry.

You cannot have this marvelous new television until peace once more is ours. But your purchase of War Bonds now will speed that day of Victory! The Government needs your investment; and you will be building soundly for the future, when you may want a new motor car, or airplane, or home, or television set.

And when tomorrow comes, Farnsworth Television will be ready to bring the pageant of history, the splendor of art, the flourish and romance of life, *in bright parade daily through your home.*


President

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FAIRNSWORTH TELEVISION

C. D.
Record Book
Beardsley
9/17/40



What is America's NEXT great industry?

THERE is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfilment of a great dream — television in the homes of the nation.

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the limit of capacity in producing fine electronic equipment for our armed forces all over the world.

Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capchart, the Capchart-Panamaze, and the Farnsworth Phonograph-Radios

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the knowledge gained through 15 long years of research and discovery, and 14 years' experience in the precision manufacture of the Capchart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a wartime to a peacetime basis. After the war television may duplicate the spectacular growth of the automobile industry, which did so much

to pull America out of the depression that followed the first World War.

Until that day comes, few can enjoy the pleasures of television. But you can prepare for an earlier tomorrow by buying War Bonds now! The Government needs your investment, and you, too, will be building soundly for the future, when you may want to purchase a home, a car, an airplane, a television set.

Meanwhile, watch Farnsworth. It is our purpose that the name of Farnsworth shall loom bright and clear upon the future's magic screen — television.

John C. Farnsworth
President
Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FARNSWORTH TELEVISION

● Here is another of Farnsworth's distinguished new series of television advertising now running in *Life*, *Fortune*, *Business Week*, *Time*, *The New Yorker*, *Newsweek* and *U. S. News*. When the war is finally won and television becomes a living reality in the homes of the nation, you may be sure that Farnsworth will be outstanding in musical reproduction and television fields.

Record
Bear
9/29

Festival

WAR is a time to try the heart. There is for us, and all free people, the confidence of victory. But changing fortunes of the hour, the swift and unforeseen event, may bring a mood of disappointment and concern.

At such time, the bravest of us can turn to music for inspiration. Here, in the glorious symphonies, chorales, songs and dances, is a festival of delight . . . new courage and new vision for the task at hand.

The Capehart Phonograph-Radio is a supreme interpreter of fine music. In the homes of distinguished people throughout the world, this instrument is a cherished and honored possession.

Because the Farnsworth Television & Radio Corporation is today building war goods, the building of the Capehart has ceased. There are models still remaining in some showrooms, however, which your Capehart dealer will be glad to demonstrate. And if you are thinking of buying a piano, or an organ, or band instruments, consult him. Let him help also, as you select latest recordings, both popular and classical, and sheet music.

There is one excellent investment you *can* make now, and that is a War Bond. Buy generously. You are helping win a war by doing so, and you are preparing for purchases tomorrow. Some day, you will want to buy a home, a car, an airplane, a television set, a Capehart. Your matured War Bond will stand you in good stead then.

The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION



"Wedding Day at Troldhaugen," by Edvard Grieg, interpreted for the Capehart Collection by B. J. O. Nor. The works of Grieg reveal a strong nationalist influence, and in his lyrics and graceful compositions are to be found echoes of Scandinavian folk songs. • Reprints of previous paintings in the Capehart Collection, available for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.



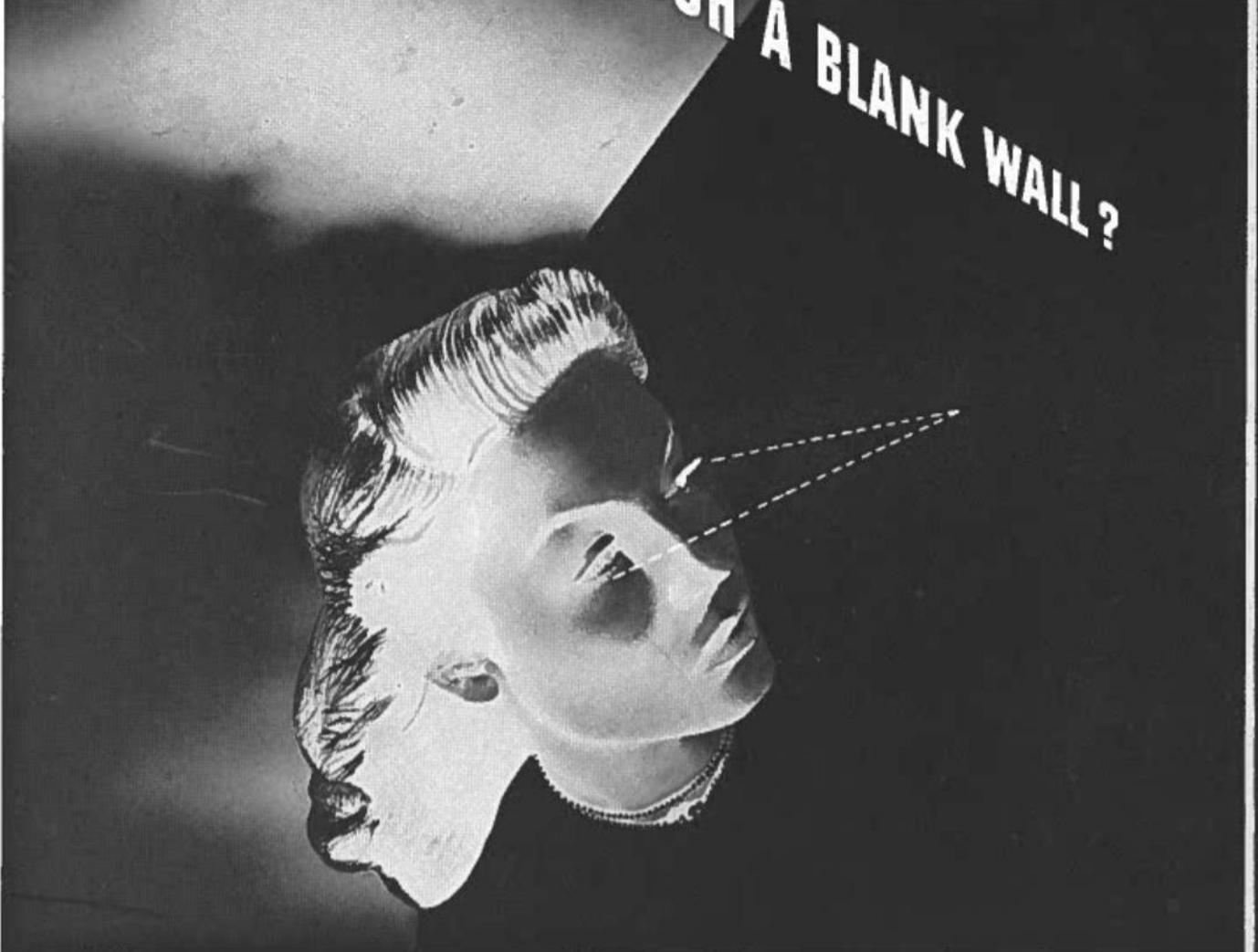
Capehart Early Georgian with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio reception. Control stations may be placed throughout your home and grounds.

2nd Revise

C. D.
Record Book
Beardsley
8/14/42

7x11
8-12-42





- Or around a corner, without moving from your chair?

It's really not as fantastic as it sounds. For television is ready to lead you into a realm of magic and surprise . . . to let you see through walls and over mountains, around corners and across plains.

Today, the Farnsworth laboratories are applying the knowledge gained through 15 years of delving into the mysteries of electronics directly to the nation's war effort.

The large Farnsworth factories, with their thousands of skilled employees and their 14 years' experience in the manufacture of the superb

- Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

Capehart Phonograph-Radio, are producing large quantities of precision electronic instruments for our armed forces.

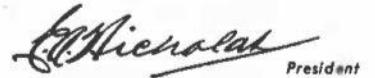
We cannot describe these instruments to you. But it would do your heart good to see them, and the almost incredible things many of them accomplish. And you can rest assured that no enemy country has equipment so fine or so far-reaching as that supplied our fighting men by the American electronics industry.

We are glad to be able to tell you that progress in television is still going on, hand-in-hand with vital war production. Each contributes to the other. Today the images are clearer, and even

television in color is a reality. Here indeed may be America's next great industry — a vital factor in post-war trade and employment.

You cannot have this marvelous new television until peace once more is ours. But your purchase of War Bonds now will speed that day of Victory! The Government needs your investment; and you will be building soundly for the future, when you may want a new motor car, or airplane, or home, or phonograph-radio, or television set.

And when tomorrow comes, Farnsworth Television will be ready to bring the pageant of history, the splendor of art, the flourish and romance of life, *in bright parade daily through your home.*


G. M. Nichols
President

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FAIRNSWORTH TELEVISION

television



• Or around a corner, without moving from your chair?

It's really not as fantastic as it sounds. For television is ready to lead you into a realm of magic and surprise . . . to let you see through walls and over mountains, around corners and across plains.

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You cannot have this marvelous new television until peace once more is ours. But your purchase of War Bonds now will speed that day of peace. The Government needs your investment; television will be building soundly for the future, when you may want a new motor car, or airplane, or television set, or phonograph-radio, or television set.

And when tomorrow comes, Farnsworth television will be ready to bring the pageant of the splendor of art, the flourish and romance of life, in bright parade daily through your

John Farnsworth

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FARNSWORTH TELEVISION
television

C. D.

Record Book

Beardley
9/10/44

W

In the Dark of the Hour

Like a storm, unbidden moments of disappointment sweep into the heart of man. Dreams vanish. A shadow is on the sun.

Yet this may be a mood, and moods can change. The exultant chorale, the beauty and color of the symphony, the surge of the tone-poem, interpreted by the Capehart Phonograph-Radio, can bring new inspiration in the darkened hour.

The building of the Capehart has ceased now, and the Farnsworth Television & Radio Corporation is engaged solely in war production. Unless you own a Capehart, or purchase one still remaining in dealers'

showrooms, you must wait until victory to enjoy this superlative instrument.

But you can prepare for the war's earlier end by buying War Bonds! Your country needs your investment, and you will be building soundly for the future, when you may want to purchase a home, a car, a television set, or a Capehart.

Your Capehart dealer also offers you counsel on other musical requirements . . . the selection of a piano, an organ, band instruments, sheet music, recordings. The Capehart Division of the Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

"The Engulfed Cathedral," by Claude Debussy, painted for the Capehart Collection by Raymond Breinin. This impressionistic tone-poem tells the ancient Breton legend of the cathedral that rises from the sea. • Reprints of previous paintings are now available from your Capehart dealer at a modest charge. Or write to Capehart. • Capehart Early Georgian (illustrated below) with the time-proved record changer that turns the records over. Equipped for FM radio.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

CN-4-A-1942-1 page, 4 colors-7 x 10 3-16-Time, Nov. 2; The New Yorker, Nov. 7;
Newsweek, Nov. 16; Business-Week, Nov. 7; U. S. News, Oct. 30
N. W. Ayer & Son, Inc. 8221

Proof FROM RETAILING HOME FURNISHINGS

8 EAST 13TH STREET, NEW YORK

Date of insertion indicated just above advertisement.
Please return this proof with your O.K. or corrections—otherwise advertisement will be inserted as shown here.
Final closing of forms Wednesday preceding date of publication—
Cancellations can not be accepted later than that.
Corrections received later than 6 P.M. Thursday preceding date of publication can not be made.
Advertisements set and not used charged at cost. Corrections allowed to 25 per cent of original setting; excess charged at cost of composition.

PLEASE DO NOT GIVE VERBAL INDICATIONS TO MESSENGERS

Mon Oct 12 chge Farnsworth Radio & Television Corp 140x3 Retailing HF 37516

Cont

There is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfilment of a great dream — television in the homes of the nation.

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the very limit of capacity in producing fine electronics equipment for our armed forces all over the world.

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the experience gained through 15 long years of research and discovery, and 14 years' precision manufacture of the Capehart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a wartime to a peacetime basis! Many people believe that, after the war, television will duplicate the spectacular growth of the automobile industry, which did so much to pull

America out of the depression that followed World War I.

Until then you cannot sell television sets. But you can prepare for an earlier tomorrow by buying War Bonds now! Your country needs your investment and you will be building soundly for the future.

Always bear in mind that although our work is on war projects now, it still lies in the field of our original choice — the field that in the days to come will once again mean so much to you.

In that connection it is well to remember that not only is the prize-winning Capehart advertising being continued in leading magazines, but that it is now joined by an outstanding new series on Farnsworth Television.

Thus, when peace comes again and television is commonplace in the homes of the nation, Farnsworth products* will be in demand the country over.

Cont

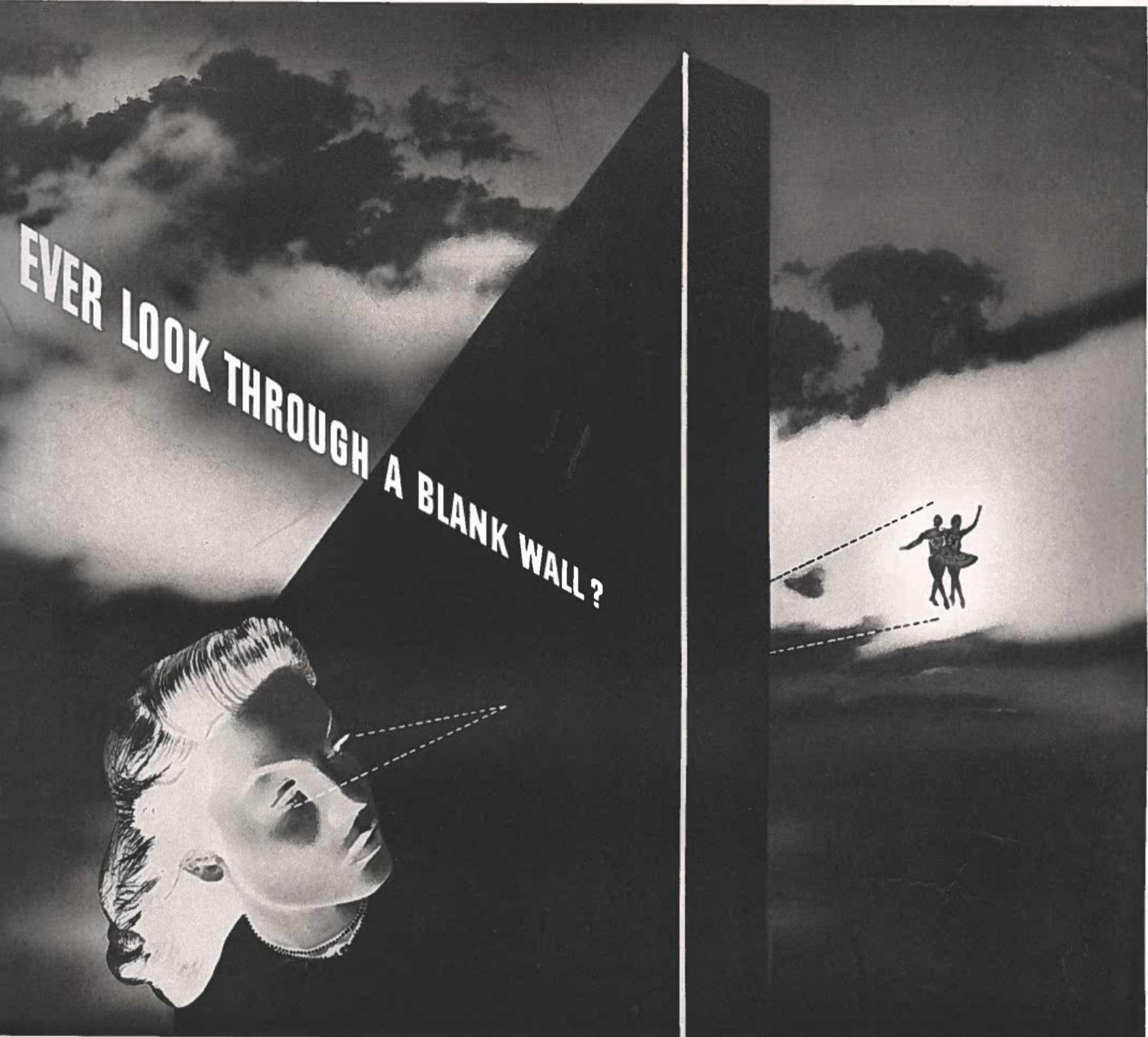
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

Cont

*Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radio.

Advertisements now running in *Life*, *Fortune*, *Business Week*, *Time*, *The New Yorker*, *Newsweek*, and *U. S. News*.

19
10/28
1942



• Or around a corner, without moving from your chair?

It's really not as fantastic as it sounds. For television is ready to lead you into a realm of magic and surprise . . . to let you see through walls and over mountains, around corners and across plains.

Today, the Farnsworth laboratories are applying the knowledge gained through 15 years of delving into the mysteries of electronics directly to the nation's war effort.

The large Farnsworth factories, with their thousands of skilled employees and their 14 years' experience in the manufacture of the superb

Capehart Phonograph-Radio, are producing large quantities of precision electronic instruments for our armed forces.

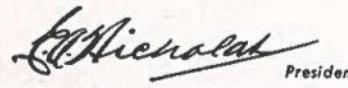
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television in color is a reality. Here indeed may be America's next great industry — a vital factor in post-war trade and employment.

You cannot have this marvelous new television until peace once more is ours. But your purchase of War Bonds now will speed that day of Victory! The Government needs your investment; and you will be building soundly for the future, when you may want a new motor car, or airplane, or home, or phonograph-radio, or television set.

And when tomorrow comes, Farnsworth Television will be ready to bring the pageant of history, the splendor of art, the flourish and romance of life, in bright parade daily through your home.


President

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

• Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

FAIRNSWORTH TELEVISION

C. D.

Record Book
Beardsley
9/16/42

In the Dark of the Hour



Like a storm, unbidden moments of disappointment sweep into the heart of man. Dreams vanish. A shadow is on the sun.

Yet this may be a mood, and moods can change. The exultant chorale, the beauty and color of the symphony, the surge of the tone-poem, interpreted by the Capehart Phonograph-Radio, can bring new inspiration in the darkened hour.

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But you can prepare for the war's earlier end by buying War Bonds! Your country needs your investment, and you will be building soundly for the future, when you may want to purchase a home, a car, a television set, or a Capehart.

Your Capehart dealer also offers you counsel on other musical requirements . . . the selection of a piano, an organ, band instruments, sheet music, recordings. The Capehart Division of the Farnsworth Television & Radio Corporation, Ft. Wayne, Ind.

"The Engulfed Cathedral," by Claude Debussy, painted for the Capehart Collection by Raymond Brinon. This impressionistic tone-poem tells the ancient Breton legend of the cathedral that rises from the sea. • Reprints of previous paintings are now available from your Capehart dealer at a modest charge. Or write to Capehart. • Capehart Early Georgian (illustrated below) with the time-proved record changer that turns the records over. Equipped for FM radio.



CAPEHART - PANAMUSE - FARNSWORTH
GREAT NAMES IN ELECTRONICS - MUSICAL REPRODUCTION - TELEVISION

CN-4-A-1942-1 page, 4 colors-7 x 10 3-16-Time, Nov. 2; The New Yorker, Nov. 7;
Newsweek, Nov. 16; Business Week, Nov. 7; U. S. News, Oct. 30
N. W. Ayer & Son, Inc. 8221

C. D.
Record Book
Beardsley
9/29/42

Festival

7

WAR is a time to try the heart. There is for us, and all free people, the confidence of victory. But changing fortunes of the hour, the swift and unforeseen event, may bring a mood of disappointment and concern.

At such a time, the bravest of us can turn to music for inspiration. Here, in the glorious symphonies, chorales and dances, interpreted by the Capehart Phonograph-Radio, is a festival of delight . . . new courage and new vision for the task at hand.

Because the Farnsworth Television & Radio Corporation is today building war goods, the building of the Capehart has ceased. There are models still remaining in some showrooms, however, which your Capehart dealer will be glad to demonstrate. And if you are thinking of buying a piano, or an organ, or band instruments, consult him. Let him help, also, as you select recordings, both popular and classical, and sheet music.

There is one excellent investment you *can* make now, and that is a War Bond. Buy generously. You are helping win a war by doing so, and you are preparing for purchases tomorrow. Some day, you will want to buy a home, a car, an airplane, a television set, a Capehart. Your matured War Bonds will stand you in good stead then. . . . The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

"Wedding Day at Troldhaugen," by Edvard Grieg, interpreted for the Capehart Collection by B. J. O. Nordfeldt. In Grieg's lyric compositions are often found echoes of Scandinavian folk songs. * Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.

• Capehart Early Georgian with time-proved record changer that turns records over. Equipped for FM radio reception.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

Mr. Sullivan

Proof FROM RETAILING HOME FURNISHINGS

8 EAST 13TH STREET, NEW YORK

Date of insertion indicated just above advertisement.
Please return this proof with your O.K. or "corrections"—otherwise advertisement will be inserted as shown here.

Final closing of forms Wednesday preceding date of publication—
Cancellations can not be accepted later than that.

Corrections received later than 6 P.M. Thursday preceding date of publication can not be made.

Advertisements set and not used charged at cost. Corrections allowed to 25 per cent of original setting; excess charged at cost of composition.

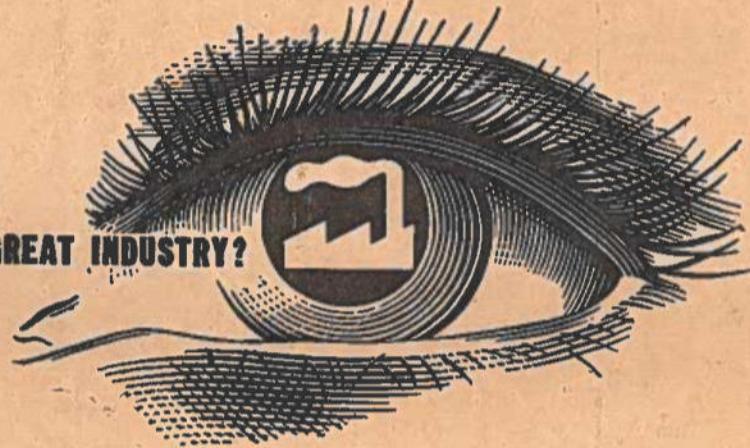
PLEASE DO NOT GIVE VERBAL INSTRUCTIONS TO MESSENGERS

D-38

C. D.
Record Book
Beardse
10/14/44
J. W.
J. W.

Mon Oct 12 chge Farnsworth Radio & Television Corp 140x3 Retailing HF 37516

WHAT IS AMERICA'S NEXT GREAT INDUSTRY?



There is just one task before the American people today and that is to win the war, quickly and decisively.

When peace comes a new and brighter world will open up. Many marvelous things await the day of Victory; among them, the fulfilment of a great dream — television in the homes of the nation.

Farnsworth was a pioneer in television research and development. Today our laboratories and plants are engaged to the very limit of capacity in producing fine electronics equipment for our armed forces all over the world.

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the experience gained through 15 long years of research and discovery, and 14 years' precision manufacture of the Capehart Phonograph-Radio.

Consider the part television will play in the conversion of our national economy from a wartime to a peacetime basis! Many people believe that, after the war, television will duplicate the spectacular growth of the automobile industry, which did so much to pull

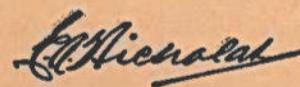
America out of the depression that followed World War I.

Until then you cannot sell television sets. But you can prepare for an earlier tomorrow by buying War Bonds now! Your country needs your investment and you will be building soundly for the future.

Always bear in mind that although our work is on war projects now, it still lies in the field of our original choice — the field that in the days to come will once again mean so much to you.

In that connection it is well to remember that not only is the prize-winning Capehart advertising being continued in leading magazines, but that it is now joined by an outstanding new series on Farnsworth Television.

Thus, when peace comes again and television is commonplace in the homes of the nation, Farnsworth products* will be in demand the country over.


President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

FARNSWORTH TELEVISION

*Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radio.

Advertisements now running in *Life*, *Fortune*, *Business Week*, *Time*, *The New Yorker*, *Newsweek*, and *U. S. News*.

C. D.

Record Book

Beardsley

10/2/42

SLB



SUPER EYES AND EARS FOR FIGHTING MEN

HERE is just one task before the American people today and that is to win the war, quickly and decisively.

This has a special meaning for us, because electronic devices will help win the war. Farnsworth has been a pioneer in electronic television—today Farnsworth plants and laboratories are engaged 100% in producing fine electronic equipment for our armed forces.

Our Army, Navy and Air Forces are going into action with the world's best and most advanced electronic devices

... "eyes" and "ears" of incredible powers made into potent weapons of war through the skill and techniques of the Signal Corps.

But progress in television has not halted. Out of Farnsworth's work for the nation is rising a surer knowledge of this miraculous science; and Farnsworth is bringing to its work the experience gained through 15 long years of research and discovery, and 14 years' precision manufacture of the Capehart Phonograph-Radio.

• Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

A symbolic interpretation of television. The human eye is the image being televised. In the center is the pattern of the signal representing the eye (with the eye superimposed) as it appears on the oscilloscope.

Many people believe that television will be America's next great industry. After the war, it may duplicate the spectacular growth of the automobile industry. Certainly it will provide a peacetime use for the skills of the thousands of specialists now serving in the Signal Corps and other services.

Meanwhile—buy War Bonds. And watch Farnsworth closely. For the name Farnsworth is due to loom bright and clear upon the future's magic screen—television.

John T. Hirschel
President
Farnsworth Television & Radio Corporation
Fort Wayne, Indiana

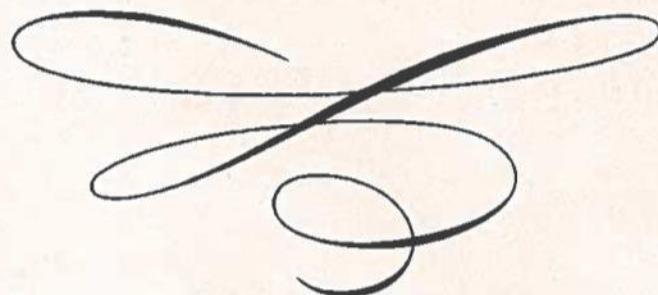
FARNSWORTH TELEVISION

C. D.
Record Book

Beauday
10/21
32

Capehart

HAS NOT FORGOTTEN ITS DEALERS



BEFORE all of us now, there is a single problem. That is to win the war. All the production facilities of the great Farnsworth organization are devoted solely to this purpose . . . and that is as it should be.

Yet even in war, the builders of the Capehart recognize a responsibility to Capehart Dealers: to see that after Victory the name Capehart more than ever will mean "The world's finest instrument for musical reproduction," and stand for substantial profits for you.

One method to this end is National Advertising. The Capehart series of full pages, in color, is now appearing in *Fortune*, *Life*, *Newsweek*, *The New Yorker*, *Time*, *Business Week*, and *United States News*, and will continue to do so in accordance with an important and consistent plan.

This campaign has attracted great public attention. It reproduces, in four colors, paintings from the Capehart Collection, interpreting well-known musical compositions. The text stresses the importance of buying War Bonds now . . . and emphasizes the

power of music in wartime to dispel moods of uncertainty and fear, bringing confidence and courage for the years ahead. We feel that this kind of advertising does a real public service.

The Capehart Dealer is strongly emphasized in each advertisement. The reader is referred to the Capehart Dealer as the source for all musical needs—including the choice of band instruments, recordings, pianos, organs and sheet music. We are definitely interested in helping the Capehart Dealer sell other lines of musical merchandise.

In addition, the advertisements direct the reader to the Capehart Dealer for reproductions of paintings in the Capehart Collection, which are now available to the general public in an attractive portfolio. Capehart is offering its dealers these prints, to sell at a worth-while profit.

Thus Capehart and Capehart Dealers, together, face the present with courage and the future with confidence.

THE CAPEHART DIVISION, FARNSWORTH TELEVISION
& RADIO CORPORATION, FORT WAYNE, INDIANA.

Festival

WAR is a time to try the heart. There is for us, and all free people, the confidence of victory. But changing fortunes of the hour, the swift and unforeseen event, may bring a mood of disappointment and concern.

At such time, the bravest of us can turn to music for inspiration. Here, in the glorious symphonies, chorales, songs and dances, is a festival of delight . . . new courage and new vision for the task at hand.

The Capehart Phonograph-Radio is a supreme interpreter of fine music. In the homes of distinguished people throughout the world, this instrument is a cherished and honored possession.

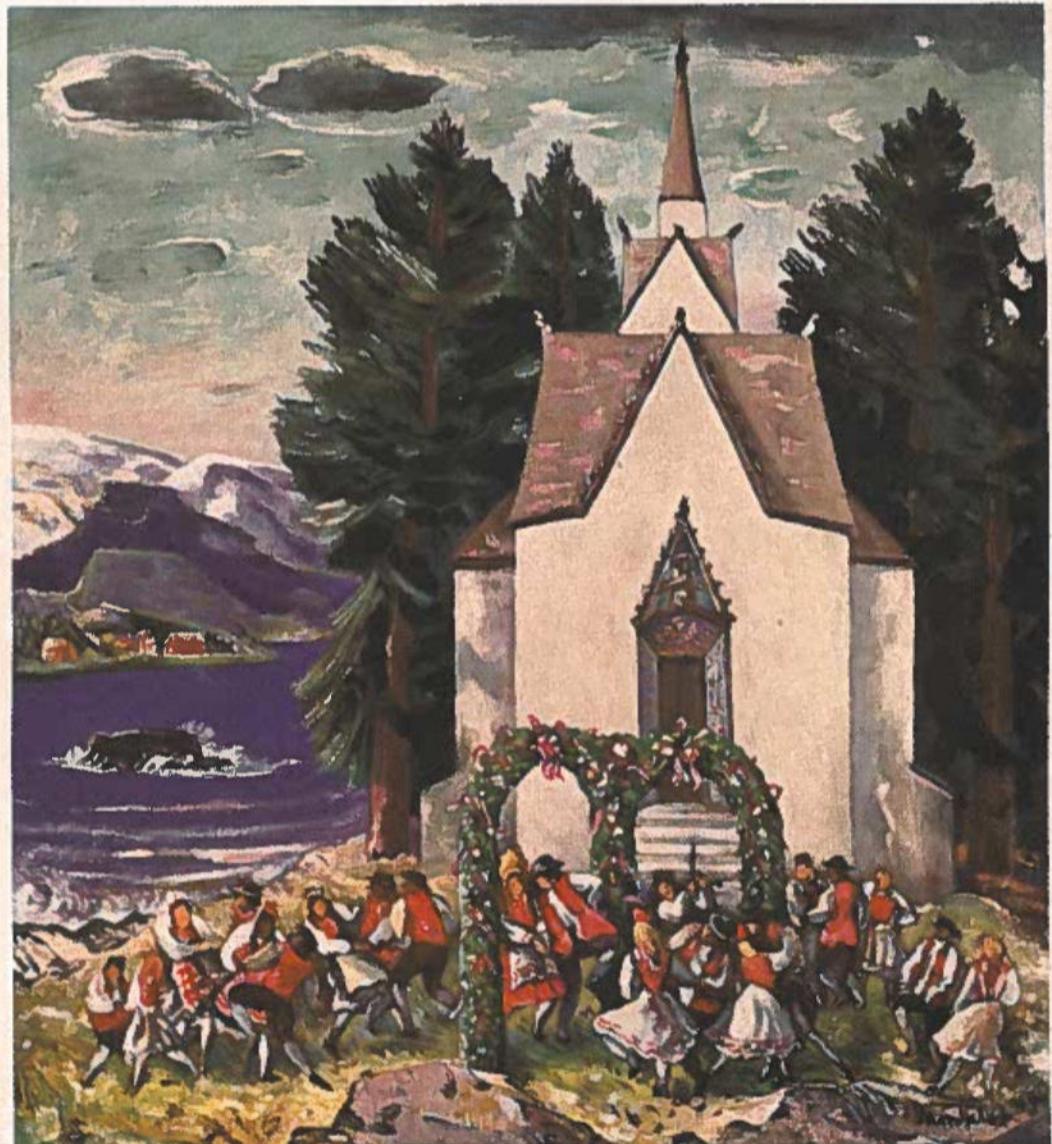
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There is one excellent investment you can make *now* . . . War Bonds. Buy generously. You are helping win the war by doing so, and you are preparing for purchases tomorrow. Some day, you will want to buy a home, a car, an airplane, a television set, a Capehart.

Your matured War Bonds will stand you in good stead then.

The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

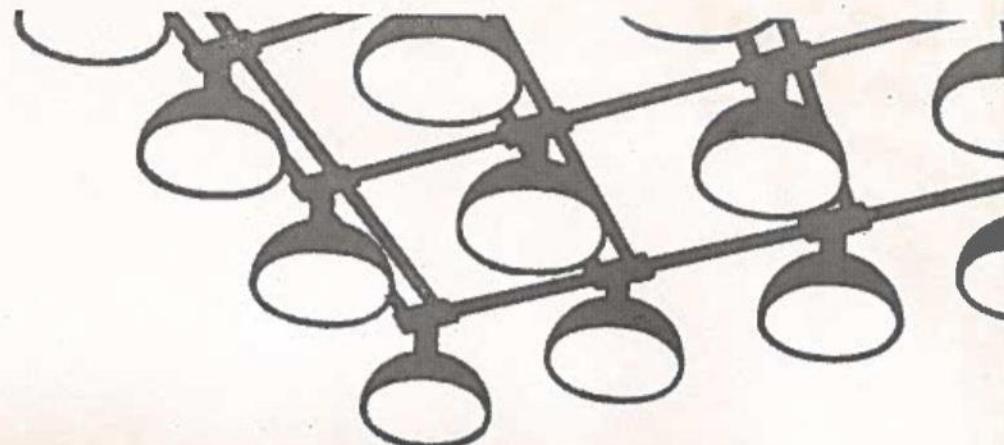
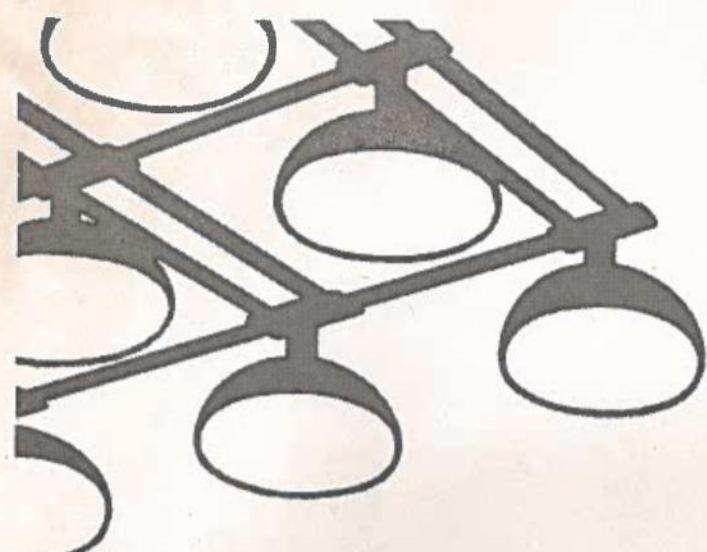
CAPEHART - PANAMUSE - FARNSWORTH
GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION



"Wedding Day at Troldhaugen," by Edvard Grieg, interpreted for the Capehart Collection by B. J. O. Nordfeldt. The works of Grieg reveal a strong nationalist influence, and in his lyrics and graceful compositions are often to be found echoes of Scandinavian folk songs. • Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.



Capehart Early Georgian with the time-proved record changer that turns the records over. The Capehart is equipped for FM radio reception. Control stations may be placed throughout your home and grounds.



FARNSWORTH TELEVISION

YOUR FUTURE - IN PICTURES

THE future of the radio business is already deeply involved in pictures — *the magic pictures of the television screen.*

BIG MONEY IN TELEVISION

Informed people expect television to be the country's next great industry, duplicating the success of the automobile business after the last war.

As a leading manufacturer, Farnsworth recognizes its responsibility to today's radio dealers, who will be the television dealers of tomorrow. We can't make sets today — our whole output is precision equipment for the armed forces . . . but we can build a ready and enthusiastic market — a nationwide demand for television that will carry today's radio dealers into this great new field.

ADVERTISING BUILDS THE MARKET

Farnsworth advertising carries the exciting story of television to all America, arousing interest, stimulating desire for sets, creating demand that the trade must fill tomorrow.

As it did for the automobile, the radio, the electric refrigerator and other outstanding successes, advertising is opening the market for television, laying the foundation for business and for new jobs for countless thousands.

For tomorrow's dealers, Farnsworth Television promises a future as bright as television's own!

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YOU HAVE probably seen Farnsworth Television ads in the magazines. If not, see October 19 *Life* and *Newsweek*, October 10 *New Yorker* and *Business Week*, October *Fortune*, October 5 *Time*, October 2 *U. S. News*.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA. MANUFACTURERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS; AIRCRAFT RADIO EQUIPMENT; THE FARNSWORTH DISSECTOR TUBE; THE CAPEHART, THE CAPEHART-PANAMUSE, AND THE FARNSWORTH PHONOGRAPH-RADOS.

C. D.
Record Bo
Jan
11/5/42

Festival

72

WAR is a time to try the heart. There is for us, and all free people, the confidence of victory. But changing fortunes of the hour, the swift and unforeseen event, may bring a mood of disappointment and concern.

At such a time, the bravest of us can turn to music for inspiration. Here, in the glorious symphonies, chorales and dances, interpreted by the Capehart Phonograph-Radio, is a festival of delight . . . new courage and new vision for the task at hand.

Because the Farnsworth Television & Radio Corporation is today building war goods, the building of the Capehart has ceased. There are models still remaining in some showrooms, however, which your Capehart dealer will be glad to demonstrate. And if you are thinking of buying a piano, or an organ, or band instruments, consult him. Let him help, also, as you select recordings, both popular and classical, and sheet music.

There is one excellent investment you can make *now* . . . War Bonds. Buy generously. You are helping win the war by doing so, and you are preparing for purchases tomorrow. Some day, you will want to buy a home, a car, an airplane, a television set, a Capehart. Your matured War Bonds will stand you in good stead then. . . . The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Ind.



"Wedding Day at Troldhaugen," by Edvard Grieg, interpreted for the Capehart Collection by B. J. O. Nordfeldt. In Grieg's lyric compositions are often found echoes of Scandinavian folk songs. • Reprints of previous paintings in the Capehart Collection, suitable for framing, are now available from your Capehart dealer at a modest charge. Or write direct to Capehart.



• Capehart Early Georgian with time-proved record changer that turns records over. Equipped for FM radio reception.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

*C. D.
Record Book
J. ruined
11/19/42*

Capehart

ONE OF THE MOST VALUABLE FRANCHISES

A DEALER CAN HAVE



NATURALLY, the Farnsworth Television & Radio Corporation cannot now build the Capehart. Our plants and engineering resources are devoted solely to production for war.

But the Capehart franchise is still one of the most valuable franchises that a dealer can have. Profits have made it so in the past. Profits will make it so in the future.

To insure this, Capehart is not standing idly by during the war years. We are engaged in a vigorous and comprehensive program to retain public good-will for the Capehart Dealer until such time as the war clouds have passed by.

This support for the dealer takes the form of a large-scale advertising campaign in national publications. Full-color advertisements are appearing now in *Life*, *Time*, *The New Yorker*, *Fortune*, *Business Week*, *United States News* and *Newsweek*.

Copy emphasizes the power of music to encourage the heart and strengthen the will in war years. Special attention is called to the willingness of the Capehart Dealer to offer his services in any musical matters. We suggest that the reader turn to you for records, a piano, band instruments and other musical needs.

Artists of national reputation are engaged to paint interpretations of great music for this distinguished series of advertisements.

Also, Capehart is offering reprints of previous paintings in the Capehart Collection, to be obtained through the Capehart Dealer. This establishes contact between new, potential customers and the dealer. It promotes immediate business where merchandise is available, and helps build a foundation for post-war sales. All this is activity that will work to the benefit of the Capehart Dealer today, and even more to his benefit in the future.

THE CAPEHART DIVISION, FARNSWORTH TELEVISION
& RADIO CORPORATION, FORT WAYNE, INDIANA.
INVEST IN WAR BONDS NOW!